

ELECTRICAL MERCHANDISING

JULY • 1952

McGRAW-HILL PUBLISHING CO., Inc.

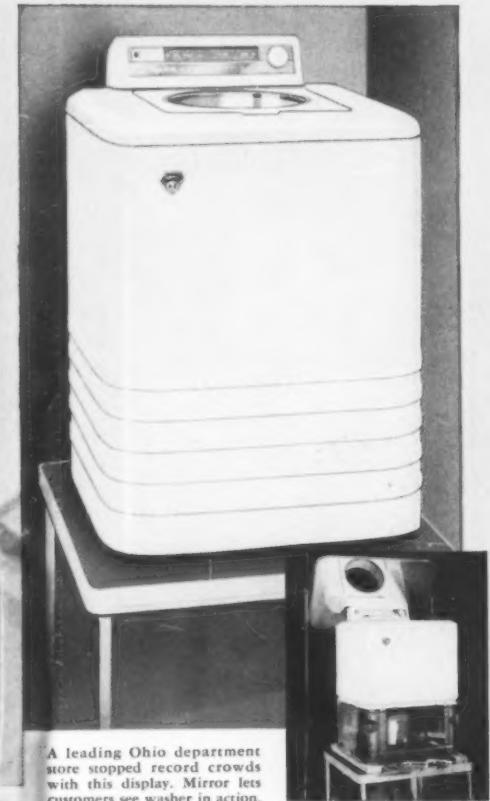
PRICE FIFTY CENTS



Summer "Naturals"

Clock-radios and portables
are sparking radio business these days
and alert dealers are finding them
ideal hot-weather profit items

IN THIS ISSUE—Who Pays List Price?



A leading Ohio department store stopped record crowds with this display. Mirror lets customers see washer in action.

DRAMATIC APEX WASH-A-MATIC "CARD TABLE" DEMONSTRATION

Sets records as traffic stopper!

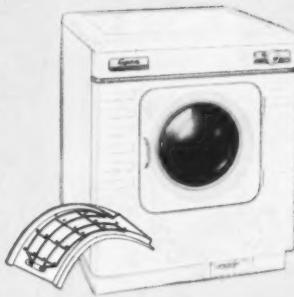
● Customers are amazed when they see the new APEX WASH-A-MATIC, automatic clothes washer, operating perfectly on top of a card table. This demonstration proves the new WASH-A-MATIC is completely vibration-free and can be used on any floor. New Apex engineered spring-mounted mechanism makes this convincing demonstration possible. It's the most effective way to stop store traffic and open your sales story on the world's most economical and most efficient automatic washer.

The Amazing Spiral-Tub Agitator



IMPROVES ON ALL AUTOMATIC CLOTHES WASHING METHODS

World's largest agitator . . . 761 sq. in. of washing surface. Thoroughly cleans worst-soiled clothes . . . yet, it is so gentle that delicate nylons and all synthetics are washed in perfect safety. Made of miracle Fiberglas. Won't rust, chip or discolor. Double-wall construction keeps water much hotter.



APEX AUTOMATIC CLOTHES DRYERS
Both gas and electric: Electric model has new "Sun Glow" element—extra large. Fastest drying rate—most economical operation.

APEX

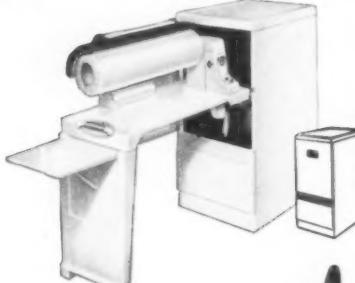
the Complete Appliance Line

Profit now by concentrating on Apex . . . the appliance line that offers more superior features than all others. Check the Apex products shown

below. They're easier to sell because they are in a class by themselves. Sell Apex across the board for greater profits.

APEX SPIRAL-DASHER CLOTHES WASHER

Washes with equal efficiency from top to bottom of tub. "Fabric Saver" dial automatically times washing...world's finest automatic safety wringer.



APEX FOLD-A-MATIC CLOTHES IRONER

Most convenient ironer ever built. Folds into compact, table-top cabinet. Exclusive Apex "Floating Roll" gives more uniform, easier ironing.



APEX DISH-A-MATIC AUTOMATIC DISHWASHERS

Built-in tank maintains constant supply of 180° water for hygienic washing, rinsing and quick, spotless drying. Self-cleaning tub.

APEX TANK TYPE HOME CLEANER

Disposable Paper Dust Bag ends dust bag emptying. Super-powered. Equipped with the finest set of cleaning tools obtainable.



NEW APEX CANISTER HOME CLEANER

By actual test—the world's most powerful cleaner. No dust bag to empty. Quiet! Equipped with finest cleaning tools.



APEX WASTE-A-MATIC FOOD WASTE DISPOSER

Disposes of all food wastes electrically, hygienically. Odorless, self-cleaning, clog-proof. Pulverizes everything. Fits any standard drain.



NEW APEX DISH-A-MATIC ROLL-A-WAY DISHWASHER

Fully automatic. Needs no installation, no kitchen alterations. Has built-in heater storage tank that super-heats water to 190°. Does dishes for 6.



Apex

HOUR-SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING COMPANY

CLEVELAND 10, OHIO

Electrical Merchandising

Vol. 84

No. 7



The Cover . . .

Painting by Gordon Draper

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INTERNATIONAL COVERAGE BY

McGraw-Hill
World News

Westinghouse Dealers

in



"RETAILER OF THE YEAR" AWARD

Roy W. Springer (right), Ross Electric Co., Superior, Wisc., receives the Brand Name Foundation's plaque as the "Retailer of the Year" in electric appliances.



"CERTIFICATE OF DISTINCTION"

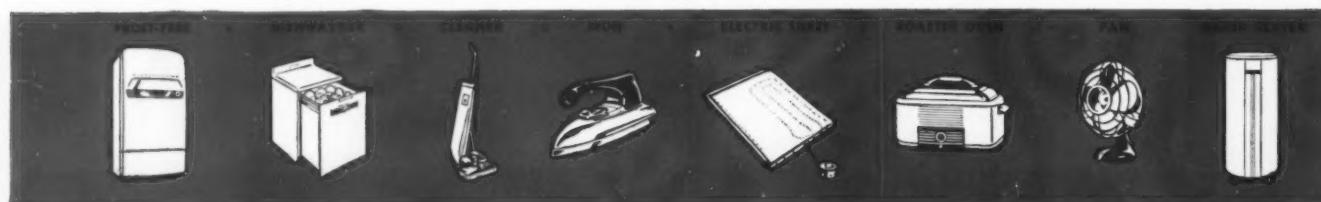
Frederick R. Glassman, Apex Tire & Appliance Co., Pawtucket, R. I., was one of the runners-up "Brand Name Retailers of the Year," and was honored with a Certificate of Distinction Citation.

"CERTIFICATE OF DISTINCTION"

Harold Sampsons, co-owner of Samsons Enterprises, Inc., Milwaukee, Wisc., also received national merchandising recognition when awarded a Certificate of Distinction Citation.

"CERTIFICATE OF DISTINCTION"

I. K. Levy, Radio Center, 2601 S. Claiborne Avenue, New Orleans, La., joined the honored group of "Brand Name Retailers of the Year" when he was awarded a Certificate of Distinction Citation.



Win Top Honors

"Brand Name Retailer" Contest

When not one but four of the top "Brand Name Retailers of the Year" in electric appliances are Westinghouse retailers . . .

There must be a darned good reason!

The following quote from *Appliance and Radio Dealers News* spells out the reason pretty clearly:

"It was a three-day promotion, tied in with the celebration of his 36th anniversary in business, that figured largely in the selection of Mr. (Roy W.) Springer for the top honor. An exclusive Westinghouse Dealer, he played up the value of owning a brand name product in newspaper advertising and with radio spots, and climaxing the campaign with the giveaway of a Westinghouse Automatic Electric Dryer.

"Mr. Springer . . . also sent samples of direct-mail pieces and other material used to acquaint customers and prospects

with this particular promotion and other traffic-building campaigns conducted during 1951."

The moral seems plain. To multiply your sales of electric appliances, identify your store with a brand name the public knows . . . respects . . . and accepts without reserve!

Naturally, that means Westinghouse.

And when you give Westinghouse brand name products clever, aggressive, all-out promotion . . . you are backed by the sustained promotional punch of Westinghouse's own all-out advertising and merchandising program. This year, that program is by far the largest and most comprehensive in our sales history.

So get on the Westinghouse band wagon—and put yourself in the driver's seat!

Westinghouse Electric Corporation, Electric Appliance Division, Mansfield, Ohio.

EXTRA

YOU CAN BE SURE...IF IT'S Westinghouse

During the two great political conventions and campaign period, Westinghouse Appliances will be dramatically promoted on CBS-TV and Radio.



MURDER IN THE TANK!

A gripping tale that points a moral:
water heater sales are easy when you sell...

Permaglas

AUTOMATIC WATER HEATERS

I PUT THE BITE ON
EVERY WATER HEATER!

1. "Ruthless Rust" . . . water
heater enemy No. 1 . . .
murders ordinary water
heaters!

I AIN'T LICKED YET!
I GOT CONNECTIONS!

3. "Ruthless Rust," still defiant, plans
attack on fittings and exposed metals!

There's only ONE Permaglas . . . and it
COSTS NO MORE
than ordinary water heaters!

A.O.Smith
AUTOMATIC WATER HEATERS

SALES: Boston 16 • Chicago 4 • Dallas 2 • Denver 2
Detroit 21 • Houston 2 • Los Angeles 12 • Midland 5,
Texas • Milwaukee 2 • New York 17 • Philadelphia 2
Pittsburgh 19 • Seattle 1 • Tulsa 3 • Washington 6, D.C.

SERVICE: Chicago 17 • Dallas 1 • Los Angeles 12 • Union, N.J.

International Division: Milwaukee 1
Licenses in Canada: John Inglis Co., Ltd.

...BUT GLASS
CAN'T RUST!

2. Four B.I. protects Permaglas Water Heaters
with glass-surfaced steel tank!

SO HAVE I . . . AND
POWERFUL, TOO!

4. Four B.I. puts Officer Newt on the job
to thwart Ruthless Rust's new attack!

PERMAGLAS Water Heaters are completely protected from all corrosive attacks . . . protected by Four B.I., the four basic improvements provided by A.O. Smith in Permaglas Water Heaters, exclusively.

ONLY PERMAGLAS HAS FOUR B.I. PROTECTION

The Four Basic Improvements are:

1. Glass-surfaced steel tank that can't rust because glass can't rust!
2. Absence of dissimilar metals inside the tank
3. Interior tank fittings shielded from electrolytic action, the cause of all corrosion!
4. "Neutrolizer" . . . the anti-corrosion stand-by protector!

THE FIRST water heater with a glass-surfaced steel tank that can't rust because glass can't rust!

THE ONLY water heater with Four B.I. Protection against all corrosive attack!

UG-G-UGH! CAN'T
PUT THE BITE
ON THAT
WATER HEATER!

5. "Ruthless Rust" is completely
defeated by Four B.I. Protection!

Millions of home owners . . . will read this uncensored story in full page ads in: LIFE, April 7th issue, April issues of BETTER HOMES AND GARDENS and LIVING FOR YOUNG HOME MAKERS . . . and in May issues of AMERICAN HOME and HOUSE BEAUTIFUL.

This advertising is the beginning of a continuing campaign that will keep Permaglas in commanding lead with nation-wide consumer acceptance.

Contact your Permaglas supplier for your Four B.I. promotion kit . . . and mail the coupon.

A. O. Smith Corporation
Water Heater Division
Dept. EM-752, Kankakee, Illinois



Send me the complete, uncensored story of "MURDER IN THE TANK" and how it can put more money in my pocket, selling Permaglas Water Heaters.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

Air conditioners start slowly ... Off-season for TV . . . Trick promotions work . . . Un- explained optimism

ONE month without Regulation W has resulted in no great improvement in sales to credit customers. About the only advantages to the end of the control, according to eastern dealers, were a slight pickup for the first few days and an opportunity for greater freedom in advertising appeals. Most retailers, while advertising terms as lenient as "nothing down, 36 months to pay," are actually trying to get at least 10 percent of the purchase price and to hold the time within 24 months. As one merchant points out, it takes a dealer with an exceptionally good credit standing of his own to persuade banks and finance houses to accept paper with unlimited risk.

More with Meters. In the Buffalo area, one retailer took advantage of W's end to reinstate a meter plan and reports that it "is working very successfully on white goods." Other dealers in the same area are also employing meter plans "to good advantage," says one distributor there.

Too Cool to Cool. So far, the air conditioning season has been conspicuous by its absence. One Philadelphia dealer who ran a big ad on the last Saturday in May called it a waste of money. Another who planned to start his campaign on the same day held it up to wait for more favorable weather. Washington, D. C., is the only area to report substantial progress in air conditioner sales. One distributor there says sales have been "terrific" and another finds them "moving particularly well." Substan-

tiation comes from two dealers, one of whom reports that sales are already ahead of last year.

Although Washington is the only city to call May a good air conditioner month, dealers in other parts of the East are optimistic about the season. Long Island dealers expected movement with hot weather and even chilly Buffalo looks forward to a favorable volume.

Refrigerator Report. Refrigerator sales during May varied from good to bad all over the East. For example, two Buffalo area dealers found May sales disappointing, but Long Island dealers report a noticeable improvement in the latter half of the month. A Philadelphia dealer says, "Refrigerator sales are way up for us because TV is so tough we've been putting emphasis on them. We've been specializing in special-deal boxes, but even so our dollar volume is equal to last year's, partly because of a higher proportion of big units." In contrast, a New Jersey dealer says his refrigerator sales are off about 50 percent from 1951, even though about 60 percent of sales are two-door boxes. In Washington, as you'd expect from a city which has already found a good air conditioner market, refrigerators have picked up. Many retailers in the East are concentrating on last year's models because of the price inducements and one dealer even goes so far as to claim that two major manufacturers are still producing 1951 models just to take advantage of the market.

Not TV Time. This, of course, is not the time for TV and sales reflect the off-season. Two Philadelphia dealers report that May sales were off 75 percent from last year. A New Jersey merchant says TV has "one foot in the grave." A Baltimore dealer who depends on TV for the major source of his income admits that sales are off, but he has kept them from reaching the starvation point with two television shows every week. The most favorable report comes from an upstate New Yorker who attributes continuing good sales to a free five-year service plan, but, generally speaking, television is no bonanza. As one dealer expresses it, "Replacement sales are the only opportunity for volume in a saturated market and you can't get anybody interested in investing in a new set now with the constant threat of color and UHF. They have sets and they're sitting it out to see what happens."

No Food Panic. Food-freezer plans are making gains in the East, but they're slow and cautious. Many deal-

ers are frankly afraid of them. One big retailer says that he's made several abortive attempts to get started with a plan, but that everytime he thinks he has a good, safe system he finds a bad spot. Up in Boston, where appliance sales seem to be better than in most sections of the East, dealers are watching the few plans now in operation to see how they "take." Down in Baltimore a dealer who recently started a plan has had marked success with it, selling a carload in the first three weeks. But it hasn't been simple. He hired a force of 50 men, trained them and weeded out the misfits until he ended up with 20 good salesmen. In New Jersey a dealer has had little success with his plan, but it may be because he has only one outside man working and has given the idea little promotional push.

Buying Psychology. Everybody knows that consumers have money to spend. The big problem is getting them to spend it. One Philadelphia area dealer is still scratching his head over a recent warehouse-sale promotion he ran in which he tore the fronts off crates of merchandise, scattered the units around on his warehouse floor, affixed plain manila price tags at prices a shade higher than he would have offered on the floor of his store, and was besieged with customers. The warehouse was inconvenient and the prices were higher—but people came and bought anyway. And on Long Island a chain has pitched a tent, filled it with appliances and splurged with ads crying, "Fresh carloads are coming in faster than we can move them."

Where Do We Stand? The most startling proof of the low level of 1952 sales in the East is provided by a recent report from the Electrical Association of Philadelphia. For the first quarter, says the association, TV sales are off 43 percent in units, 52 percent in dollars. For the same period, ranges are off 63 percent in units, 60 percent in dollars; freezers are off 36 percent unitwise, 37 percent dollarwise; refrigerators are off 58 percent in units, 54 percent in dollars. The only appliance to gain is the clothes dryer, up 52 percent in units and 73 percent in dollars.

Despite this sad story, typical of most of the East for the first quarter and certainly not much improved in April and May, early June saw dealers from all over showing a new spirit of optimism. Perhaps it was because, as one Long Island merchant put it, "The store that's still open and paying bills after the past 12 months should be able to weather whatever lies

ahead," but it was there. Inventories at the dealer level were fairly clean and retailers could afford a quiet grin at the wriggings of their suppliers.

The major difficulty still besetting the trade was, as usual, price-cutting. One New Jersey dealer who reported a fairly good volume of business during May was naively asked if he was getting full price.

"Don't you know," he asked, "that there's a reward out for anyone found selling at list?"

The Midwest



By TOM F. BLACKBURN

Price complaints . . . TV boner . . . Grocery stores eyeing appliances . . . Too much war- ranty?

WHAT'S the matter with sales is summed up by an Indianapolis distributor, with these words: "We have sold about everybody we can at present prices."

To prove his theory, he relates what he has been doing with last year model refrigerators. They carried a \$25 allowance which he passed on to dealers, in addition to the lower price. So far 11 carloads have moved through his house, and a brisk demand has been enjoyed all along the line.

On the other hand, he stated that Mother's Day was a flop. On his shelves at the present moment are 400 toasters of a well known brand. An Anderson, Ind., dealer of his has 40 in stock, and "We can't sell him any more until he moves these." All of them carry the present list price, which he believes is too high.

Now he can move these 400 toasters at a price, but it will have to be a (Continued on next page)

Advantages

TELL THE STORY!

Every way you look at it—your
best freezer line is

Manitowoc Sub-zero

outstanding economy—

Manitowoc freezers need only a $\frac{1}{4}$ hp. unit for $18\frac{1}{2}$ cu. ft. of storage space . . . many other makes of comparable size must use $\frac{1}{3}$ hp. That means Manitowoc freezers give more storage space for every electricity dollar.

most copied design—

Manitowoc Sub-Zero freezers offer a matchless combination of kitchen-style beauty and space economy. Amazing numbers of direct-to-factory requests for information . . . plus wide imitation of this design speak for themselves.

trouble-free record—

Manitowoc freezers have piled up a remarkable service history . . . attested to by distributors, dealers and owners alike as one of the very best.



MODEL 18-5

Manitowoc Equipment Works

the first

TO BRING HOMEMAKERS

SO MUCH FREEZER CAPACITY IN SO LITTLE FLOOR SPACE!

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 5

figure that disrupts the list figure and he cannot do it. Still, he is bucking competition that is buying from St. Louis, and one dealer declares he is getting 40 and 2 on the same toaster from an out-of-state source.

One of the assets a dealer can have is a knowledge of where to liquidate surplus. It's a loss, of course, but it's better to have cash at times. A big outfit in St. Louis has been buying major appliances at a price and stashing them away. In Chicago another is on the market for real bargains in appliances, buying up to 500 miles away.

One of the interesting, unwritten things in appliance merchandising is the loose association that exists between such houses as Steinberg's, Cincinnati, Hudson-Ross, in Chicago, and several other outfits. These boys call each other up in regard to buying and ways and means of managing. Not an association, but it is more effective.

Mistake in TV Buying. If you have ever made a buying mistake, don't think for a minute that the bigshots in the business don't do it, too. One of the boneheads that has Chicago chuckling is the tale of a firm that bought 1,000 TV sets at a bargain for Chicago sale. The buyer learned too late that none of the sets had a built-in aerial. It cost \$11 a set to have them put in, which burned the house up aplenty.

One of the freezer food buying plans is working in Indianapolis. The customer goes to the supplier of frozen foods. He gives him an order for \$100 worth of food and hands the supplier his note. The supplier sends the note to the bank. The banker knows the note is O.K. because he already has passed a note on the food freezer. Payments are made weekly or semi-monthly and the savings on meat more than equals the interest.

Of interest to the service end of the business is the fact that copper tubing is again on the market in quantity and not too difficult to get.

Dry Socks From England. G. W. Williams of the Union Electric Company, St. Louis, has discovered an English appliance item which should sell over here. British hotels have heated towel racks. They are especially handy in drying sox, lingerie and nylons. Electric clocks will not work in England, he reports. Due to the power shortage, British utilities have tended to let the frequency lag. This usually results in all electric time-pieces ending up about 30 minutes slow by mid-morning.

Dallas Power & Light Company, which reports the advertising efforts put behind appliances, comes up with some strange figures. In February 37,420 agate lines of advertising produced 1,481 refrigerator sales. In March 49,330 lines brought in only 1,340 refrigerator sales. On the other hand, 17,355 agate lines sold 979

washers in February and 22,665 sold 1,134 washers in March. Sewing machines continued to rank the fourth largest advertised appliance in Dallas.

Indianapolis Saturation. To all intents and purposes Indianapolis is saturated with electric refrigerators, a survey by the Star reveals. Ownership is 87.7 percent and 39.7 percent of the refrigerators have frozen food compartments of one type or another.

Vacuum cleaner ownership was 83.2 percent of the total families, followed by washers with 82.7 percent; water heaters with 73.8 percent, and gas ranges, 72.5 percent. Only 6 percent of the families own gas operated refrigerators. Refrigerators over 9 years old amount to 34.5 percent. In the washer field, wringer-types amount to 65.9 percent; fully automatic, 21.5 percent, and spinner, 10.6 percent.

Some 24.2 percent of all families in Indianapolis have electric ranges, 9.2 percent own home freezers, 5.5 percent electric clothes dryers, 16.5 percent, space heaters, and 55.81 percent, sewing machines.

In Wichita, a Gain. The window fan shows the biggest jump in appliance sales in Wichita, Kan., for April, 1952, compared to 1951, jumping from 4 to 51. Attic fan sales in the Wichita, Kansas, territory rose from 3 to 8. Home freezers gained from 114 to 194, refrigerators jumped from 682 to 838, ironers went from 72 to 83, and automatic washers increased from 271 to 448.

Grocery Store Flirtation. The chain grocery stores are flirting with the idea of selling appliances. Having a long stream of housekeepers passing through the stores daily, they have just the right kind of traffic. Last Christmas one of them successfully sold electric bean pots priced up to \$20. It was a surprise to learn that women who normally did not spend much more than \$4.80 for a ham would take an electric gadget off the shelf in a self-service place.

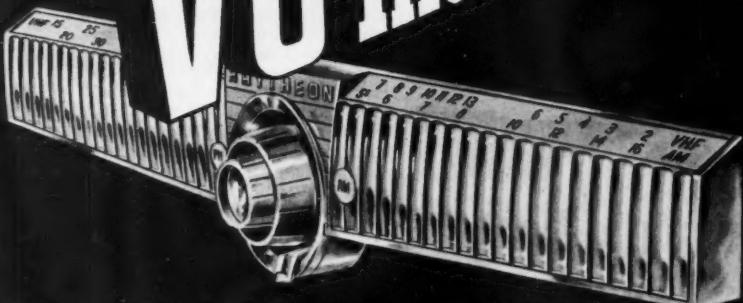
True, some food chains have appliance departments, manned by separate salesmen, but self-service has not been tried as yet, and one of the reasons for the various contests the food chains have sponsored is to see what kind of a reception appliances get from their shoppers.

The recent flurry in the food freezer plan, which in some instances bypasses food chains, puts the electrical dealers in the spot of being the man to throw the first stone, say the food chains. As a consequence, don't be surprised if you encounter self-service appliance departments in food stores before the snow flies again. The chains are already planning special discounts on quantity purchases of frozen food to owners of freezers, and fully expect to hold on to their frozen food trade.

Present fly in the ointment is the

It's here! It's exclusive with Raytheon TV

VU-matic



ALL-CHANNEL RECEPTION!



The Continental BERMUDA. Model C-2113 . . . A real attention-getter, in its craftsman-style cabinet of lovely, light natural finish Klorin wood veneer, the BERMUDA adds distinctive distinction to any home style or interior. Big 21" picture, and complete all-channel coverage with VU-matic Tuning.

See the new Raytheon "Continental," in a complete variety of craftsman-style cabinets to fit every home style and interior.

Raytheon Engineering "Know-How" has scored again...to bring you the greatest TV profit makers of the century!

TWO TV SETS IN ONE!

In this ONE great receiver, with SINGLE-KNOB Tuning Control . . .

1 YOUR CUSTOMERS GET an individual, built-in Tuner and Circuits for perfect reception of all 12 present VHF Channels!

2 YOUR CUSTOMERS GET an individual, built-in Tuner and Circuits for perfect reception of all 70 new UHF Channels!

And look at these attention-getting, easy-to-sell additional features that will assure consumer acceptance, and "close the sale" against any TV competition!

"Channelite" Tuning, with high-visibility, flat channel window, illuminates the VHF, the UHF, and Radio Sections individually as tuned. Makes tuning easy, accurate, instantaneous!

"Focalized" One-Knob Control of VHF, UHF, AM Radio. Master Switch controls TV, Radio, and Phono-Jack. Full-Range Tone control under plastic escutcheon. Phono-Jack and Earphone plug-in provision on rear of chassis.

Other "Plus" Features include Raytheon's famous "fringe-area" performance . . . removable, anti-glare picture window . . . big, distortion-free picture tubes . . . and Full-Year Warranty on all parts, including picture tube.

Guaranteed! Raytheon TV with VU-matic Tuning is designed and equipped to receive any VHF or UHF channel telecast in your area.

See your Raytheon Distributor, and get the complete story of the tremendous advertising, promotion and selling plans for your neighborhood and city!

And be sure to look
for the news about
the sensational new,
popularly-priced
Raytheon "Suburban"
in next month's issue!

RAYTHEON

BELMONT RADIO CORP. - Subsidiary of Raytheon Mfg. Co. • CHICAGO 39, ILL.

Raytheon



Sell A-P Automatic Heat Control with all your space heaters for satisfied customers — extra profits

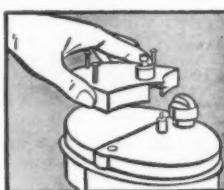
Give your customers "dial control" plus economical heating — with this practical accessory

You profit twice when you add an A-P Comfort Control to every oil-burning space heater sale. It's an easy-selling accessory that makes every space heater customer a satisfied customer. If you sell any of the space heaters on the list below, you can offer the comfort and convenience of thermostatic heat control, plus fuel-saving economies . . . for less than the cost of a subscription to a favorite newspaper.

It's so easy to install, you can pocket the added profit without the worry of service problems. Start cashing in today with this Extra-Profit builder. Show it, demonstrate it . . . and you'll sell it.

Easy to Install

Changeover to automatic heat is simple with the A-P Comfort Control. Furnished complete with conversion electric top, thermostat and plug-in transformer. Choice of electric or mechanical type — for all popular oil-fired space heaters.



WHAT BRAND DO YOU SELL?

ALLEN'S	ENTERPRISE (Canada)	INTERNATIONAL	PERFECTION
BARNES	ESTATE HEATROLA	JUNGERS	PREWAY
BENNER-NAWMAN	EVANS	KEMAC (Canada)	QUAKER
BEYER	EVEN-TEMP	KLEER-KLEEN	QUAKER (Canada)
COR. HOT BLAST	FANCET TORRID-	LAWSON	SAFETY
COLEMAN	O! (Canada)	LONERGAN	SCOTSMAN
COLEMAN (Canada)	FESS (Canada)	MAGIC CHEF	SIEGLER
CREST (Canada)	FINDLAY (Canada)	MARCHAND (Canada)	SILENT FLAME
CREST-AIRE (Canada)	FLOOR-O-LATOR	MONARCH (Canada)	SUPERFLAME
CUSTOM AIRE	FLORENCE	MONOGRAM	THARRINGTON
DOMESTIC	GILLIN	NESCO	THARRINGTON PRODUCTS
DRACO FIREBALL	H. C. LITTLE	NORGE HEAT	TORRIDIAIRE
DUO-THERM	HERCO HEAT FLO	ORAN	VIKIMATIC
ENTERPRISE	(Canada)	FRUGAL	WASHINGTON

A-P CONTROLS CORPORATION

(formerly Automatic Products Company)

2400 N. 32nd Street • Milwaukee 45, Wis. • In Canada: A-P Controls Corp., Ltd., Cooksville, Ont.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6

desire of the food chains to bypass the present appliance distribution setup and deal direct with manufacturers. Smart manufacturers will not do this because it will hurt their distributor relations.

Why a Year's Warranty?—Members of the National Appliance Service Association, meeting in Chicago, seemed puzzled that a year's warranty is given electrical appliances. They pointed out that a car carries 90 days or so much mileage. A \$20,000 house carries no warranty whatsoever. The year's time allotted appliances did not seem logical because they argued that defects will show up before a year. Members did not favor more than one year at most, and objected to the trend of some manufacturers to lengthen the guarantee period to five years. Actually, they pointed out, most guarantees are from 15 to 18 months from a quoted date, to allow for shelf time in the store.

Jay Buckley of General Electric says that the best way to handle a customer's complaint is to get him to write it out and sign it, giving the fault and date of purchase. It is amazing, he said, how many customers will sound off but won't sign a specific complaint, and thus answer themselves.

Charge For Washer Repair Estimates. Chicago washer repair men are making a charge of from \$3 to \$4 to call at the home and give an estimate on washer repairs. Reason for the charge is that too frequently families have been figuring cost of repairs versus a new machine, and the repair man's time is wasted. Giving of 20 percent discount off list is nearly universal in Chicago, and added to this a great number of families have wholesale buying privileges from credit unions or other connections. Ignored by manufacturers is the fact that there are too many retail outlets and the competitive dog eat dog tactics are making their lines unprofitable in many cases. Doorbell ringers can drum up sales all right, but the customer always waits a while until she shops around and finds how cheaply she can buy the item, thereby knocking out the profit opportunities of the fellow who started her thinking.

In the automobile field the shopping tactics have been eliminated and mostly by restricting the number of franchises. Where the housewife buys wholesale or at a discount she has her old washer on her hands and it is estimated that more homes have a couple of washers in the basement now than ever before.

No way as yet has been found to overcome the swing that temperatures give to room coolers up north. In Chicago, for example, one distributor reports that a hot summer will move as many as 3,000 room coolers off his floor, while if the summer is unusually cool, business will drop to as low as 500 units.

The Great Lakes



By FRANK A. MUTH

Lifting of controls has varied effects . . . Trouble in training dealer salesmen . . . Limit lines, say Michigan retailers

REGULATION W, which hung like a dark cloud over the appliance dealers' horizon for a long time, didn't seem to let in too much light when Washington politicos blew it away in May.

Dealers and distributors all tell the same story—it won't help sales unless the dealer handles his own paper. Department stores in Cleveland, Detroit, Pittsburgh, and Columbus seem to be the only ones benefitting by its removal.

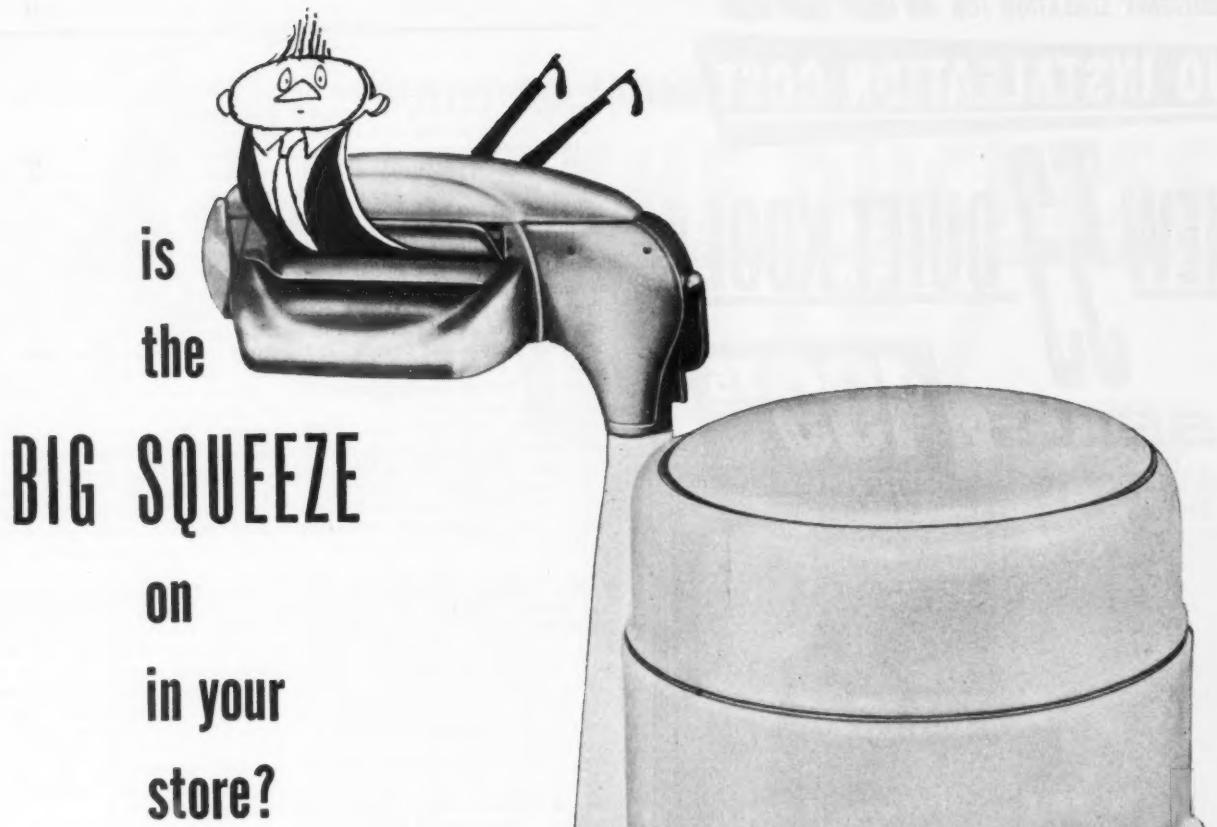
A distributor in Columbus, Ohio says it has changed the trend in advertising. The only increase in advertising is with the dealer who is making sales—or with the dealer who does his own financing. These dealers are still getting almost fifteen percent down and have taken little business on a no-downpayment basis.

Columbus dealers are steadily decreasing their inventories. They want to work from a small inventory. Most of the distributors are doing likewise.

Stabilized Market. The easing of credit controls has had one great effect in Columbus, as well as other large cities. It has stabilized the market as far as trade-ins and huge discounts are concerned. But the lifting has brought no new promotions to capture the business from the men that formerly used "special discounts" as a traffic builder.

The only dealers successful in obtaining volume business are those that are going out after it.

Prediction Correct. The sales promotion manager of a Detroit distributor told this reporter that he was really startled last fall when he heard all the business economists predict the trend for 1952—faster sales. Up until a month ago, he wouldn't have



is
the
BIG SQUEEZE
on
in your
store?

The high cost of selling combined with a narrower margin of profit is putting many a retailer through the wringer these days.

There is an answer, however—feature and promote appliances with the Good Housekeeping Guaranty Seal. It takes less selling time to move products customers know will give satisfactory performance. Increased volume means increased profits. Dependable performance saves you costly servicing and returns.

Don't let the big squeeze wring the profits out of your business. Easy does it, when you sell with the Guaranty Seal.



*Women know—the product
that has it, earns it.*

GOOD HOUSEKEEPING

35¢ per copy

THE HOMEMAKERS' BUREAU OF STANDARDS 9,971,000
57th Street at 8th Avenue, New York 19, N.Y. readership

AMERICA'S NEW ROOM AIR
CONDITIONER SENSATION FOR **1953** with the

NO INSTALLATION COST feature

the **NEW '53 QUIET KOOL $\frac{1}{3}$ HP.**

that **SELLS** at

\$199.75
1/3 H.P.
G3A

LOWEST PRICED TODAY



At last! a revolutionary selling feature that will move room air conditioners out of the luxury market into millions of waiting homes . . . the sensational "INSTALL IT YOURSELF" air conditioner that makes history at the unbelievably low retail price of \$199.75 complete.

COMPARE the PRECISION-ENGINEERED features that have made QUIET KOOL the LEADER IN THE INDUSTRY

- ★ **SUPER-COOLING CAPACITY**
- ★ **DID NOT PROJECT BEYOND BUILDING LINE**
- ★ **SUPER-QUIET VIBRATIONLESS PERFORMANCE**
- ★ **LOWEST PRICE**
- ★ **NO INSTALLATION COST feature**
- ★ **DECORATOR DESIGNED CABINET**

MR. SMART DISTRIBUTOR:

You can be out in front of competition and out ahead in profits. Make '53 your biggest sales year with the NEW '53 QUIET KOOL. Complete this fastest selling line with the QUIET KOOL $\frac{1}{4}$ HP. and $\frac{1}{2}$ HP. models . . . for QUIET KOOLS are unexcelled at any price. Call, write or wire TODAY!

MR. DEALER: Write for name of your nearest distributor.

QUIET KOOL
ROOM AIR CONDITIONERS

are
made
by
QUIET-HEET MFG. CORP.
largest oil burner mfg. in the world
133 N.J.R.R. Ave Newark 5, N.J.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 8

thought they were right. Through the first quarter everything was moving slowly, but it is picking up a lot now.

Department stores, jewelry firms and large dealers benefited from Regulation W's ease-up, mainly because most small dealers are not capitalizing on this opportunity. There have been few visible signs in store fronts or ads pushing the fact that liberal credit is once more available. The only way they are doing anything at all is to move some of the big ticket items—\$500 refrigerators and freezers. It is once again a buyers' market, but the dealers in Detroit who are promoting are getting the business.

In Leslie, Michigan (pop. 1200) one dealer ran a freedom fair promotion that attracted half of the town—600 people. He had 88 direct prospects, closed seven sales that day, and within three weeks sold 23 major units.

Not Following Through. Many of the dealers in Michigan are not doing aggressive contacting, most distributors report. Some make a few phone calls, but none are doing any outside selling. Very few, if any, are using the old custom of contacting prospects in their homes. Consequently, there are fewer sales.

One dealer who has been cutting prices totaled up his accounts in May. He had written a little over \$100,000 in sales. The net result? He lost \$158 after meeting expenses.

Looking for Trouble. Other dealers in the Detroit territory are looking for specials on 1951 models. They have been selling these better than 1952 models. As a result they are establishing fictitious trade-in values, according to one distributor. "Most of them have given such good deals on 1951 units this spring that people laugh in their faces when they try to

sell a 1952 unit now . . . without the same good deal."

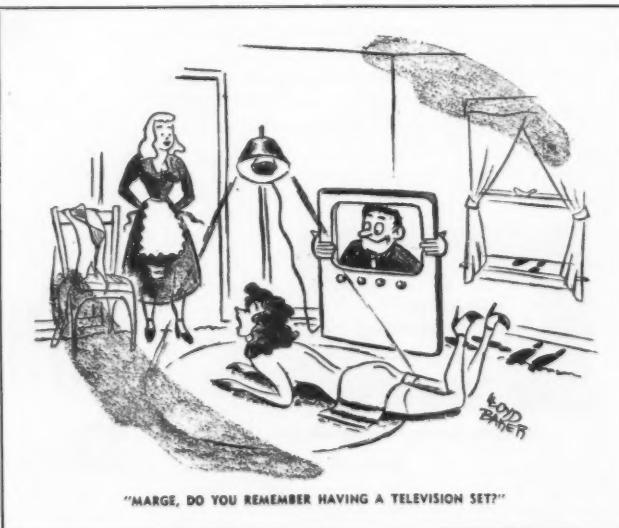
Different Picture. In Pittsburgh, one distributor official said the trend seems to be, that prospects can be sold if they get a good sales story. Either the salesman must contact a prospect, or the prospect must be enticed into the dealer's store; and, in both cases, the prospect must be given a complete story about the product. The money seems to be there, but it must be lured out of the customer's pocket by good, strong selling.

Sales in the area are off as much as 50 percent over the same period for last year. But automatic dishwashers and double-door refrigerators are on the increase for a good number of dealers throughout the Pittsburgh area. In fact, double-door refrigerators outsold the conventional ones in both Allegheny and Beaver counties.

Solved Credit Problem. Some dealers are writing up companion sales in this way: They'll sell a kitchen with terms of 24 to 36 months, and more. Then they'll suggest that the customer buy an automatic dryer, washer, automatic dishwasher, etc. With no down payment and written up on the same lease with the original sale, monthly payments for the second item run as low as \$6.00 additional per month.

Change in May. Most dealers in Cleveland had plenty of time to dance around the Maypole when the month arrived. Business was terrible, everybody reported. But by the last week in May things started to change. Television had not recovered, but refrigerators finally started to move.

Too many dealers don't gripe when our men come into their stores, a full-line distributor commented. "They must be too numb to talk. If they'd





WANT TO MAKE MORE DRYER SALES?

LET THE DUCHESS DO IT!

The Duchess broadens your market for Clothes Dryers because *The Duchess* sells for only \$239.95. And that's a real buy for this *fully automatic* dryer. No one likes to guess how long each load must dry. Actually, timer operation is NOT fully automatic because the load may not dry in the estimated time and require resetting. It may over-dry and waste gas or electricity. The clothes—not a time-guess—operate *The Duchess*. When they're dry enough *The Duchess* stops—AUTOMATICALLY. You have a wanted item—a feature-packed item in *The Duchess* gas and electric Dryers. You can sell 'em fast. Get the complete story from *The Duchess* now!

THE ROYAL VALUE IN HOUSEHOLD APPLIANCES



APPLIANCE MFG. CO.
ALLIANCE, OHIO

FACTORY REPRESENTATIVES

Openings are available in many sections for live wire "reps" who can do a real job with the rapidly expanding Duchess line. Send qualifications and territory coverage air mail.

—CONTINUED FROM PAGE 10—

Plus Values IN THE CORDS YOU SELL

The Belden Line
gives you—

- + Safety
- + Appearance
- + Satisfaction
- + Profits
- + Sales

make a difference

This all-rubber portable extension cord demonstrates the plus values built into Belden electrical cords. They are manufactured to standards that far surpass the minimum requirements set up by the Underwriters' Laboratories. They give you a plus in protection against fire or personal injury; a plus in sales and profits. Ask your Belden jobber.

Belden Manufacturing Company
4663 W. Van Buren Street
Chicago 44, Illinois



CORDITIS-FREE CORDS BY
Belden

WIREMAKER FOR INDUSTRY

A COMPLETE LINE OF READY-TO-ATTACH ELECTRICAL REPLACEMENT CORDS

To You, Belden's Golden Anniversary Means

—product performance that can come only from a "know-how" that has grown through actual service since the early days of the electrical industry.

—an ability to cooperate in pioneering new wires to meet or anticipate industry's growing needs.

In the years that follow
This Belden Program Is
—TO BE
CONTINUED

talk, we would know what was bothering them and maybe how to help them."

Ask Limit to Lines. Grand Rapids, Michigan dealers in a meeting of the Grand Rapids Radio and Appliance Dealers Association asked that distributors limit the number of outlets for retail sales. Distributors aired some gripes, too. One appliance sales manager mentioned the difficulty of getting dealers and their salesmen to attend distributor product training meetings. He suggested breakfast meetings which have been working well in Detroit by avoiding conflicting evening meetings. But J. Van Dusen, proprietor of J & J Music Shop, and a newly elected director, declared that manufacturers spend millions in creating and developing a market, then defeat their own purpose by ruining it at the local level by permitting too many outlets and allowing unethical practices—such as back door selling.

Trade-ins for Credit. Lansing, Michigan dealers offer both 24 and 36 months for credit terms, but many dealers are accepting trade-ins of old appliances as down payments.

Sales, Normal. One furniture dealer in Monroe, Michigan, has dropped TV completely. He said it required more floor space than necessary to pay for itself. However, sales on other units give the dealer adequate volume. In some lines, laundry equipment—washers and dryers—are 25 to 30 percent ahead. But the sales manager believes it isn't worth his trouble to handle television.

In the past 30 days, inventories have been going up, but not out of hand. "Even with a great improvement in refrigerator sales, I still can supply units on all models in the line," a distributor official explained. "The dealers doing the best job," he said, "are the pre-war dealers who know how to handle a prospect when the prospect doesn't come in the store and twist the dealer's arm to make him sell an appliance to him. Times have changed, but that type of dealer knows how to change."

Too Easy. You're driving along listening to the radio, when all of a sudden the disc jockey says: "Guess the name of this song, and we'll give you \$50 off the price of a television set." So he plays the song, and with hardly any trouble at all, you figure it out—it's "Easter Parade."

You remember the number the DJ tells you to call, and when you get home you phone and tell the man who answers that you know the name of the song. He invites you to his store, and, sure enough . . . gives you \$50 off the price of a moderate to high-priced TV set.

To a consumer conditioned to resist advertising gimmicks, the sim-

HOW TO MULTIPLY PROFITS 6 WAYS WITH *Oster*

REG. U. S. PAT. OFF.



OSTERIZER — the *only* liquefier-blender with exclusive removable container bottom. Perfect gift.

OSTERETT Portable Mixer — the *only* lightweight, powerful mixer for every mixing need.

OSTER Stim-u-lax Junior — the *only* massage instrument with suspended motor action. For he or she.



OSTER Airjet Hair Dryer — the *only* hair dryer with "jet" design. Ideal for home use.



OSTER Knife Sharpener — the *only* Double-Action electric knife sharpener. A kitchen necessity!



OSTER Electric Clippers — the dependable low-cost clipper with universal motor. A family need.

DEALERS report sales better than ever. And little wonder. For Oster feature-packed electric housewares are sales leaders for the department . . . work miracles in homes every day. It is smart to display, feature and sell the *entire* Oster line. Remember, every Oster item has an exclusive feature that makes it easy to sell and assures fast, steady turnover. So, get set to profit with Oster now!

JOHN OSTER MANUFACTURING CO., RACINE, WIS.



See us at Booths 1101 and 1102. Plan to make the Oster booth your first stop at the National Housewares and Home Appliance Manufacturers Exhibit, Atlantic City Auditorium — Atlantic City, New Jersey.



THE FASTEST GROWING ELECTRIC HOUSEWARES LINE IN AMERICA
ELECTRICAL MERCHANDISING—JULY, 1952

HARD-HITTING ADS in these leading magazines hammer home the many advantages of the Oster line. *Pre-sell for you.*



© 1952

EHT-12
PAGE 13

Now-The Queen of Gifts!



Distinguished For Its Graceful Contour And Design... An Ornament To The Finest Table Setting

Like each of the other widely popular models in the famous EMPIRE Line of Fully Automatic Electric Percolators, this newest addition to the family makes "just wonderful coffee." . . . Every cup the same, every time!

- Simply plug it in—no regulating!
- Automatically stops "perking"!
- Keeps coffee serving hot for hours!

Craftsmen fashioned . . . Lustrous aluminum . . . Graceful black plastic handle.

To Retail at

\$9.95

With
Cord Set
(Slightly Higher in West)

EMPIRE "Aristocrat" Electric Toaster

Makes that golden brown toast everyone likes! Flat top keeps toast warm. Toast turns automatically by flipping doors. Extra large element. U.L. Listed. Finished in chrome and black.

No. 769—To Retail at
\$4.50



EMPIRE Sandwich Toaster & Waffler

Makes 2 large or 3 small sandwiches—fries bacon, eggs, griddle cakes, grills steaks and chops—right at the table. Waffle grids removable and interchangeable. Cool plastic handles—smart chrome finish.

No. 788—Retailing For \$12.95



THE METAL WARE CORPORATION

NEW YORK
200 5th Avenue

TWO RIVERS
WISCONSIN

CHICAGO
Room 1411A Merchandise Mart

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 12

plicity of this device seems ridiculous and perhaps even outrageous. "Too easy to see through" is a usual comment. But the word of advertising men in Cleveland is that it works. Dealers in most cases are giving the same discounts they would give any customer when sales are slack. Using the "mystery tune" has helped find many customers.

Of course, not everyone who calls wants a TV set. One woman, for example, called a dealer and said: "I already have a television set, so just send me a \$25 radio and check for the rest."

—and considerably better than in 1950—but the department stores and mail order houses are experiencing a dip in sales. Just why these organizations, which in the past several months led the parade in appliance selling, should now drop behind the business of individual retailers is something of a mystery. Some explanation of it may be found in the elimination of Regulation W which, in many cases, afforded the small retailer an opportunity to boost his business considerably, while the department stores, for the most part, retained the 10 and 15 percent down payment.

Small Dealer Optimistic. When the little dealer tells you his business is better than last year he is not whistling in the dark. It actually is better, despite the fact that he is making less money. In most cases, he has pretty good reason for optimism. We had a conversation with a dealer in Bainbridge, Ga. (pop. 10,000) last month. His outlook is typical of the hundreds of small dealers in the hundreds of small southern towns and hamlets.

"Our business is all right," he said. "Take television. Now if you'll notice, Bainbridge isn't even on the fringe of the fringe area; yet I have sold 40 television sets this year. With the FCC freeze over, I can see nothing but a straight climb in sales from now on."

"Or take the situation in almost anything else now that Regulation W is off. My customers, particularly among the low income groups, have just about doubled. New power lines are still going up and saturation is not too high in anything except refrigerators, and trade-ins are pretty good in that line. I'm looking for the best year I ever had."

Most dealers were pretty happy about the death of Regulation W, but



By AMASA B. WINDHAM

Specialty dealers doing fine, others crying . . . Housewares are up . . . Easy credit boosts TV

YOU could go nuts in pretty short order trying to figure out the actual status of the appliance business as of June, 1952, unless you look behind the scenes a bit. A glance at this reporter's notebook shows we had personal interviews with 21 dealers during the past month, we talked with nine others on the telephone and had correspondence with four, all of them in 10 states below the Mason-Dixon line.

Our notes show that every one of these dealers, without a single exception, says his business is as good as or better than last year. And that's where you go nuts, because the reports of the utilities and the estimates of wholesalers and manufacturers are entirely on the opposite side. These show that business is off last year's pace, in some areas as little as three percent and in others as much as 20 percent.

After considerable digging around, you learn that the difference in the computation is to be found in the sales of the department stores and the mail order houses. In so many words, the small retailer is clipping along at about the same pace he did last year

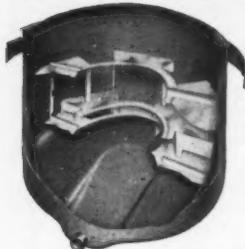
The salesman who is good at making excuses is seldom good at anything else.

some of them were going overboard—such as one of the largest furniture firms in Miami which took full-page ads to scream: "Now—make your own terms!" In towns where the banks handled most credit arrangements, such as St. Augustine, there was little or no deviation from the 10 percent down, 18 months to pay formula.

Generally, in the 14 state area of the South, dishwashers and clothes washers were the best sellers. Air conditioning and ventilation—particularly window fans—were on the upswing as were home freezers. Wringer type washers were still a bonanza in Alabama, Tennessee and the Carolinas, and automatics enjoyed a fine sale in Florida, Virginia and in some sections of Louisiana and Texas. Utility

Sell You Can See These Features

In The Fire Pot . . .



Preway's exclusive Air-activated Burner demonstrates the brand of ECONOMY your customers want to hear about. It guarantees low fuel cost because it is designed to burn — and burn efficiently — the cheapest grade of fuel oil on the market.



In The Combustion Chamber



Preway provides the Heat Miser — a specially designed heat booster. You can show your customers how it extends the line of travel of the hot flaming gases over more heat-absorbing metal surfaces to make every B. T. U. work harder.

profitable
Preway
oil-burning circulators
are bigger in power,
performance and economy

A beauty of a heater is Preway. From appearance to performance, as you can see, this well-balanced line is power-packed with sales appeal. Just study the Preway features highlighted here . . . each one an engineering-merchandising first that beats the best that others offer . . . and you'll know why Preway is already one of the country's Big Three in space heater production. You, too, can cash in on this line of opportunity that puts you out in front of competition and out ahead in sales and profits. Act now, before it is too late, to be the Preway dealer in your community. Phone, wire or write today for full information.

PRENTISS WABERS PRODUCTS CO.
7652 SECOND STREET, NORTH, WISCONSIN RAPIDS, WIS.

In The Circulating Action . . .



Preway offers, as optional equipment, a powerful blower attachment that carries heat on to distant areas, maintains a more uniform temperature throughout the house. In the summer it acts as a room cooler, a feature everyone appreciates.

In The Price Tag . . .



Preway gives you a feature that every customer responds to — low initial cost . . . the most attractively marked ticket in the industry.



Model 35468



Model 25450

Business is Better When the Store Looks Better!

Here are some actual reports* from merchants who proved it by modernizing with Pittsburgh Products



"Business has shown a 30% increase and appears to be still on the upgrade since the modernization of my store."
Shoe store owner Ralph M. Kanefield,
East St. Louis, Illinois

PRODUCTS USED: Pittsburgh Polished Plate Glass; Pittco Premier Store Front Metal; Rembrandt blue and gray Carrara Structural Glass; Herculite Tempered Plate Glass Door and Side-lights, with Herculite Door Frame Assembly.

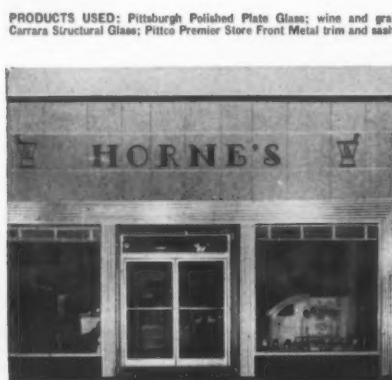
". . . the new store front has improved my business at least 25%!"
Jewelry store owner E. H. Boyd,
Wharton, Texas



PRODUCTS USED: Pittsburgh Polished Plate Glass; Pittco Premier Store Front Metal; Rembrandt blue and gray Carrara Structural Glass; Herculite Tempered Plate Glass Door and Side-lights, with Herculite Door Frame Assembly.



"Since the new Pittsburgh Plate Glass front was installed, we have enjoyed a marked increase in business. I attribute this increase to the attractiveness of the new front." Drugstore manager F. Dansley, Jr.,
Camden, Arkansas



"Our new front has been a tremendous asset in attracting people to our store . . . and we feel that our business has improved considerably as a result of it. It exceeds our expectations as to appearance and puffing power." Clothing store owner R. G. Hammond,
Parsons-Independence, Kansas



PRODUCTS USED: Pittsburgh Polished Plate Glass; Pittco Premier Store Front Metal; gray and wine Carrara Structural Glass; Herculite Tempered Plate Glass Door and Door Frame Assembly.

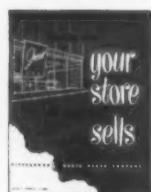


Store Fronts
and Interiors
by Pittsburgh



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY



Pittsburgh Plate Glass Company
2203-2 Grant Building, Pittsburgh 19, Pa.

Without obligation on my part, please send me a FREE copy of your modernization booklet, "How To Give Your Store The Look That Sells."

Name.....

Address.....

City..... State.....

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 14

campaigns, staged annually in Louisiana and Mississippi, were expected to shoot home freezer sales up to healthy marks in those states, and Florida's annual "Beat The Heat" promotion promised fine results for the peninsula.

Housewares Doing All Right. Electric housewares are doing all right. Reports from Atlanta, Birmingham, Jacksonville, Memphis, New Orleans and Houston indicate a brisk, or at least highly improved sale in such items as broilers, mixers and beaters, clocks and waffle irons. Lighting and lighting fixtures also are reported at a steady pace. Vacuum cleaners were selling in these cities also, though slightly behind last year in sales, while sewing machines were spotty, going fine in the Carolinas, Tennessee and Virginia, but not too good in other sections.

The news in refrigerators still is nothing to clap hands about. Down in the territory served by the Florida Power & Light Co., refrigerator sales are some 4,000 below last year at this time. There was a considerable lag also in Georgia (Atlanta, Savannah), in Louisiana (New Orleans, Lake Charles), and in parts of Texas (Houston, Beaumont). Electric range sales also have declined again after a few months of pretty steady sales.

Some top promotions were under way and were of considerable help to the dealer. The Louisiana Power & Light Co., was in the midst of plans for the greatest home freezer campaign it has yet staged. The promotion was to run 60 days and utility officials predicted better results than the 669 sales rung up in the campaign last year. Many southern dealers were getting good results from nation-wide "Freedom Fair", "Jubilee Year" and "Better Living" promotions.

Easier Credit Helps TV. Table model TV sets were still in the big money also everywhere although floor and console models were off some. The removal of Regulation W showed its biggest effect in TV selling, as the customers apparently went for the idea of practically nothing down and years to pay. But right along with it, sales competition got more rugged all the time.

One big dealer in Birmingham was having fine success in urging television owners to trade in their smaller sets on 21-inch console models, with almost fantastic trade-in allowances. Another dealer in Atlanta offered free stools, vases and pictures with every set purchased. Price slashing was having a field day with at least two or three dealers in every large city declaring they would not "be undersold".

The thing which everybody talked about and nobody did anything about was television service. For the most (Continued on page 174)

Introducing STARS of ALL TIME

An Ultra-New line of Clocks
by
Sessions

NEW

STYLING! With meteoric flash—universal sales appeal! They're heavenly-to-look-at on the display counter!

NEW

"LUBRICONE" wear-ever lubrication was developed to make Sessions the quietest-running, longest-lasting clocks in the whole electric clock field!

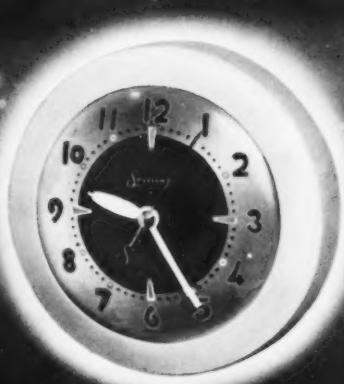
NEW

THINNESS! One of the world's thinnest clock movements, establishing Sessions as the first and foremost of a "thin-watch" class of finer electric clocks!

A GALAXY OF
NEW STARS

BY

Sessions



A

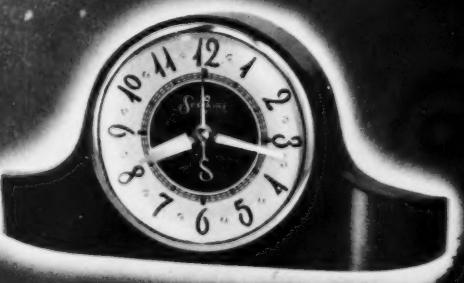
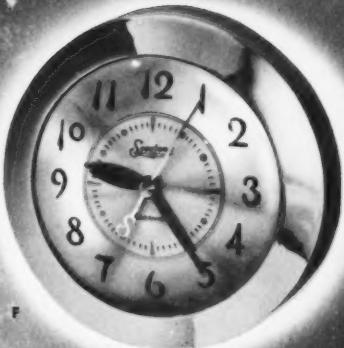
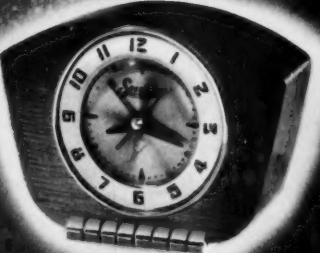
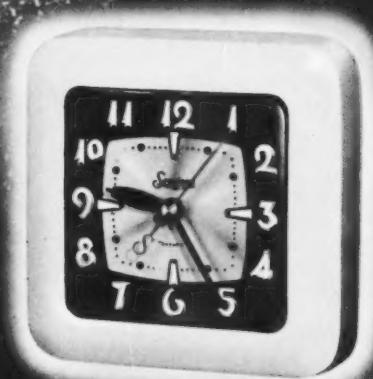
Preference (1-TK-53) — Kitchen Wall, round, ultra-thin, red, white, yellow, green or blue plastic case, with "Cordklamp" feature \$4.95

B

Beauty (1-TK-51) — Squared version of "Preference", white case with black, red, blue, green or yellow dial colors \$4.95

C

Celestial (1-TM-52) — Intriguing all-purpose clock. Lucite bowl, for every room in the house. Hangs or stands on table \$7.95



D

Bellair (1-H-51) — "Tru-Bel" Alarm, ivory plastic case, in new sweeping line design \$4.95 (with luminous hands, dial, \$5.95)

E

Classic (3-H-52) — Mahogany finished wood "Tru-Bel" Alarm with numerals on sash \$8.95

F

Elegance (1-TK-54) — Flashing chrome . . . ultra-thin, with new "Cordiklamp." Dial colors: white, black, red, blue, green \$5.95

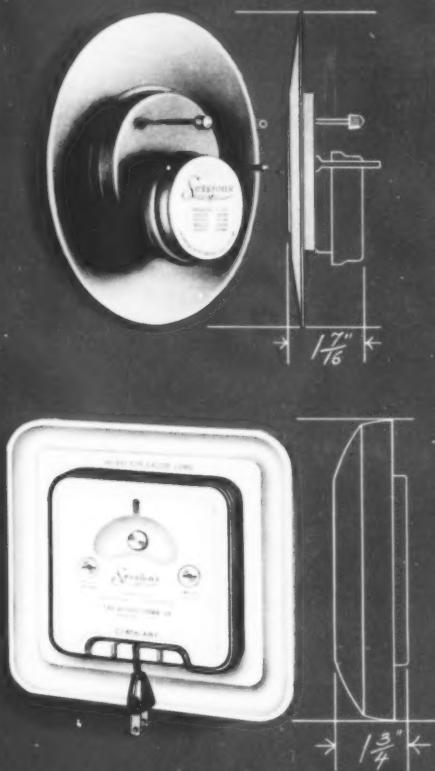
G

No. 470WR — Favorite mahogany finished wood Tambour in popular small size, with large, easy-read dial \$7.50

Approximate Retail Prices Subject to Federal Excise Tax

See these and a shower of other scintillating Sessions "Stars" at the National Housewares Show, Space 1302-1303, Lower Level July 7 to 11.

5 STAR FEATURES "POINT UP" SESSIONS STAR LINE!



SELL SESSIONS CLOCKS
POINT-BY-POINT, AND YOU'LL
"POINT UP" YOUR PROFITS TOO!

Sessions
RIGHT ON TIME!

THE SESSIONS CLOCK COMPANY, Foresville, Connecticut
In Canada: The Merchandise Mart Plaza, 1650 Broadway, Western
Merchandise Mart; Canadian Northern Electric Co., Ltd., Montreal, P. G.



**New
"LUBRICONE"
for quietness
and durability**



The new Sessions patented system of lubrication uses the nearest approach to a wear-ever oil-film ever achieved—a Dow-Corning Silicone derivative. With motor and gears always perfectly lubricated, wear and audible hum are kept to absolute minimum, while durability, smooth operation and long life set new highs!



2 New THIN movement

Sessions has developed a new clock movement with new stylish slimness—"Thin Watch" slimness—making it one of the world's thinnest electric clock movements ever! This compactness permits more graceful styling—the new design gives amazing longer life and greater quietude. The new Sessions motor is still instantly demountable with a single twist of the fingers.



**3 New "CORDKLAMP" for
compact neatness**

Developed by Sessions, the new patented "Cordklamp" feature makes Sessions the only electric wall clock that does away with unsightly excess cord and centers the visible cord neatly. Add to this the other recessed-back features—the recessed set, and recessed space when used directly over wall socket—and you have a far neater wall clock, far slimmer than others now made.



4 New DISPLAYS! Deals!

Look for the new profit-making deals and sales-compelling display—you'll see them at Atlantic City!



**5 Biggest ADVERTISING support
in Sessions history!**

Watch for this announcement—you'll want to tie-in with this great new program!

"YES! You will Make More Dollars with DEXTER!"

**THE PRINCESS Model 521 E
At a New Low Price! Tops in Value!**

Dexter presents a complete new line—all sizes—all types—modern single tub—the famous and exclusive Dexter Twin-A-Matic, Deluxe Automatics and Dryers! You owe it to your business to get the facts about Dexter NOW!

More Satisfied Customers!
Higher Net Profits! with

DEXTER

PIONEERS
WASHDAY ENGINEERS FOR 57 YEARS!



(signed)

Bob Freshman

THE FRESHMAN COMPANY
COLUMBUS, OHIO

1 → **THE DEXTER OUTPERFORMS**

2 → **DEXTER REQUIRES LESS SERVICE**

"Selling washers is one thing . . . making money on them is another! Before I took on the Dexter line, I spent many years operating on a small profit margin. Service calls cut deep into my net. But not any more! The LIFETIME GUARANTEE on the Dexter Twin-A-Matic plus the 10-year warranty on the gear unit are no idle promises! Dexter washers are made to 'go the distance'! Quality is built into every washer. My profits no longer disappear with frequent service calls. Another thing, installing the Twin-A-Matic is quick and easy. Any

dealer with the Dexter line is bound to make more money!"

Bob Freshman

NOW! CALL OR MAIL COUPON TODAY!

Get all the facts about the new Dexter line from your Dexter distributor or from the factory. Build traffic, close sales with Dexter! New low prices, new top value!

MAIL COUPON } TODAY TO } THE DEXTER COMPANY, FAIRFIELD, IOWA

We want to know all about how to make extra profits with the all new Dexter line!

Firm Name _____

Address _____

City _____ State _____

Your Name _____

No Charge . . . No Obligation

DEEPFREEZE

"Get two" every time with this red-hot combination!



HOME FREEZERS BY DEEPFREEZE

Plenty of Deepfreeze Dealers will tell you that Deepfreeze Home Freezers are the "first out"—they're the first to leave your floor and slide into the delivery truck!

Some say it's because the Deepfreeze name is the best known in the industry and inspires the prospect's confidence the instant she sees it. Others say it's because Deepfreeze Home Freezers are

years ahead in design, style, convenience and performance.

For instance, take the brilliant new 1952 Deepfreeze Home Freezers. They offer greater capacity, plus still more of those qualities just mentioned, at lower cost. And they're built in a complete line—6 models in 7, 13, 17 and 23 cu. ft. sizes—so you can sell every customer!

Exclusive! Deepfreeze "Casseroles"

Four one-pint containers for pre-cooked meals or leftovers. Freeze, heat, serve dinner in them. Made of anodized aluminum in gold, green, red and blue. Provided only on deluxe 13, 17 and 23 cu. ft. models.

Exclusive! Deepfreeze "Handy Basket"

Double-deck basket has unique hinged side for easy removal of bottom packages without disturbing those above. Holds two rows of commercially packed foods, has convenient pastry rack for pies and cakes.

Get off the bench
and into the game!



There's an opening for you on the pennant-winning Deepfreeze team. You'll have a real, live-wire organization behind you—plus the most powerful national advertising campaign and dealer promotion program ever staged by Deepfreeze. Contact your Deepfreeze Distributor or write us today!

DOUBLE PLAY!



★ Every Thursday Evening—

Gabriel Heatter brings you the World's News

— Mutual Network

2. REFRIGERATORS BY DEEPFREEZE

A "double play"—producing double profit—is easy when you sell the beautiful line of refrigerators also bearing the famous Deepfreeze name.

Buyers of Deepfreeze Home Freezers are quick to appreciate Deepfreeze quality and are ideal prospects for Refrigerators by Deepfreeze. So are ordinary "refrigerator bargain hunters," because they can see that the ad-

vanced design, extra conveniences and higher quality add up to *extra value*.

Automatic defrosting—and the two exclusive features described at right—are only a few of many advantages offered by Refrigerators by Deepfreeze. They are made in a complete line of eight models with capacities from 9.3 to 11.5 cu. ft. There's a Deepfreeze Refrigerator for every purse and purpose!

Exclusive! Deepfreeze Freezer Compartment!

Only Deepfreeze has the genuine Deepfreeze Freezer Compartment. It stores approximately 50 lbs. of frozen foods and really keeps ice cream hard. Separate freezer shelf holds ice cube trays.

Exclusive! "The Door That Stores More"

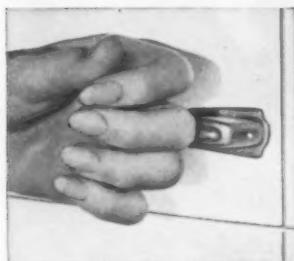
Not just shelves, but features in the door! Outstanding are the Deepfreeze "Handy Jugs" for juices or water—and the "Handy Bin" for small greens, fruits or vegetables. No other refrigerator has them!

Deepfreeze Home Appliances

TRADE MARK REG. U.S. PAT. OFF.

© 1952 Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois.
Makers of genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters.
Specifications subject to change without notice.

Can You Name Another Line that Offers Features Like These?



TAP-O-MATIC HANDLE

Just tap any LYON door handle and the door swings open... automatically. When both hands are full, use back of hand or arm. Base cabinet doors can be opened with light pressure of the knee. A tremendous convenience—and an exclusive LYON feature!



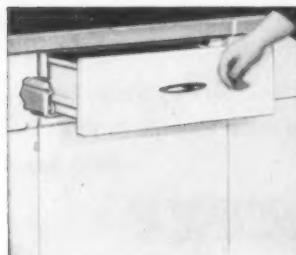
TWIRL-O-MATIC

Swing the door open either direction and out come two circular shelves, placing stored material at your fingertips. No stooping and probing into hidden corners with a Lyon Twirl-o-matic corner unit. It gives kitchens that final touch of efficiency.



ROLLER DRAWERS

Lyon drawers glide open, smoothly and quietly, on ball bearings. Positive stops prevent accidental pull-outs. Drawers close, without rebound, against rubber bumpers and drop snugly into place. They can be removed, in one easy motion, for cleaning.



PLATTER GROOVES

Lyon kitchens provide platter grooves on all wall and utility cabinet shelves. Offhand, a minor feature but a convenience that appeals mightily to housewives. Other similar features include drawer partitions, cutlery tray, broom clamps and cup hooks.



- These are only a few of many outstanding features that make LYON today's most "sellable" line. And there's a Lyon profit story that's incomparable, too.

Write direct to us at Aurora—there may be a Lyon Kitchen Dealership available in your territory.

LYON

METAL PRODUCTS, INCORPORATED
General Offices: 721 Monroe Avenue, Aurora, Illinois
Factories: AURORA, ILLINOIS • YORK, PENNSYLVANIA
Sold Nationally through Direct Factory Dealers

LYON PRODUCTS STILL SERVING INDUSTRY • BUSINESS • INSTITUTIONS • HOMES

- Shelves • Kitchen Cabinets • Tool Boxes • Toolroom Equipment • Revolving Bins • Work Benches • Tool Storage
- Lockers • Cabinet Benches • Economic • Freedom • Wood Working • Bench Drawers • Hooper Bins
- Trucks • Cabinet Units • Display Racks • Kitchens • Display Equipment • Hanging Cabinets • Sorter Files • Tool Trays
- Bin Units • Drawing Tables • Parts Cases • Display Tables • Parts Cabinets • Flat Drawer Files • Folding Chairs • Drawer Units • Shop Desks
- Bar Racks • Conveyors • Filing Cabinets • Flat Drawers • Hanging Cabinets • Sorter Files • Tool Trays

ECONOMIC CURRENTS

What About Consumer Credit?

By the McGraw-Hill Dept. of Economics

A short while ago, the Federal Reserve Board—which has charge of such matters—dropped all restrictions on consumer credit. There are no more government requirements as to how much a customer must pay down on a new article, or how long he can take to pay the full amount. This change in the rules for doing business is pretty simple, and everyone knows about it. But how much business will really be affected? How much good will it do sales? Those are the questions that really need answering.

Let's get a quick idea of what this consumer credit puzzle is all about. First, some definitions:

Total consumer credit—the figure government statisticians usually kick around—includes single payment loans made by banks, charge account balances at department stores, and a few other items. But the kind of credit that really counts for most durable goods stores is installment credit. This includes *installment sale* credit granted by stores and *installment loans* made by banks and finance companies. In each case, somebody gives the customer credit with which to buy an automobile or household appliance and makes him pay it back in regular (usually monthly) payments.

How much does all this installment credit add up to? The latest figures show that people owe more than \$7 billion on installment sales—that is, they owe that much to stores and automobile dealers. The auto dealers have \$4 billion of I.O.U.'s. Furniture and household appliance stores have \$1.4 billion. Department stores, jewelry stores and other stores hold the rest.

Installment loans made by banks and finance companies are pretty important in the automobile business, but a relatively small share of installment credit for other purposes.

Most of the figures you see have to do with how much credit is outstanding—what the I.O.U.'s add up to—at any one time. But that's not a good measure of how much installment business is done. The figure

would be many times bigger if it weren't for the fact that most of the new installment credit granted in any period is offset by repayments from other people. Total *installment credit granted* is now running over \$20 billion per year. Repayments are almost as much.

Sales of all durable goods stores are running about \$45 billion per year. That means that—whether you measure by the amount of new credit being granted, or the amount of repayments—*installment credit is financing close to half the volume of business in these stores*. And that's not an exceptional percentage. It's been that way most of the time in recent years.

DOES FREE CREDIT BOOST SALES?

How important is installment credit as a way of increasing sales. At times, it's been very important. One of those times was coming out of the 1949 recession. Another was right after Korea. Here's what happened both those times:

1. People were optimistic. Their debts were low, and their incomes were increasing. So they figured they could take on some new installment debt and not worry about the payments.

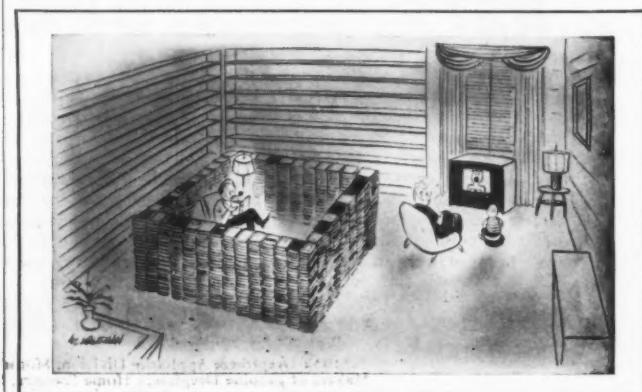
2. Many kinds of durable goods were hard to get. For this reason, too, people were willing to go into debt to buy when things were available.

3. As a result, more people bought on credit and wrote really big I.O.U.'s. Stores granted new credit much more rapidly than they took in cash from repayments. More people were using credit than repaying, and the individual credits were much bigger than before.

4. This big expansion of credit really helped store sales. People bought more goods than they could have if it had taken more cash—either for down payments or for repayments on old debts.

Well, what about installment credit now? With the regulations off, are we likely to have another big splurge?

(Continued on page 28)



SURE CATCH!



SUPER-EFFICIENT

ELECTRIC RANGES BY DEEPFREEZE

You'll make more range sales when you have the beautiful new Deepfreeze Electric Ranges on your floor.

For one thing, the name Deepfreeze is in a class by itself for nationwide acceptance. Deepfreeze Home Freezers and Refrigerators have taught your customers that it means "the best of everything."

For another, no ranges offer more in beauty, convenience or down-right value.

And as for features, everything the home-maker wants is provided. Multi-Use Cooker. Super Speed Surface Units. Banquet-Size Oven. Modern Control Panel with Automatic Clock and 7-Speed Controls. Smokeless Broiler. Many more.

See your Deepfreeze Distributor or write us today for full details on how Deepfreeze Ranges can help build your profits and your business!

★ Every Thursday Evening—

Gabriel Heatter brings you the World's News

—Mutual Network

ELECTRIC WATER HEATERS —ALSO BY DEEPFREEZE!



The Deepfreeze reputation for reliability makes possible extra water heater sales for you, too. Complete line of round and table-top models in a wide range of capacities. Get all the facts!

Deepfreeze Home Appliances

TRADE MARK REG. U. S. PAT. OFF.

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Makers of genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters.
Specifications subject to change without notice.



Jim DePadro's Utility Engineering Co., 6142 W. Roosevelt Road, Oak Park, Illinois.

The 14-year-old appliance dealer who made good!



Jim DePadro

The amazing story of Jim DePadro, who opened his own store at 14 and now does \$400,000 a year in appliances.

BACK in 1927, when most other kids his age were wrapped up in baseball games and western movies, 14-year-old Jim DePadro was repairing radios and experimenting with the intricacies of refrigeration in a store of his own.

Today, as the owner of Utility Engineering Co. at 6142 W. Roosevelt Road, Oak Park, Illinois, which last year grossed more than \$400,000 in appliance sales, Jim has many ideas about selling that are as unusual as his history.

And it's quite a history. The business world, unaccustomed to doing business with 14-year-old entrepreneurs, forced Jim to pose as a 19-year-old in order to get the credit necessary to obtain appliance parts. Born with the mechanical knack and the love of machinery, he got his technical knowledge from catalogues.

To learn about refrigeration, he signed up for a two-year correspondence course, quit after three lessons and went back to teaching himself.

"I built up a pretty good clientele," says Jim, "but up to that time I'd never worked for anyone but myself. So when I got a chance to go to work for a downtown Chicago department store, I considered the spare time it would give me and decided to try it. In the next few years, I worked as a service man for several of the big stores."

Short on capital, long on ambition

"I used to carry a radio testing set around with me because I found out that people expected a radio repair man to have one. I didn't know how to use it and I still fixed radios my own way, but it made me look like an expert to the customers."

By 1935, Jim was ready to go back to working for himself. He was short on capital, but characteristically long on ambition and ingenuity. He found a building located across the street from his present store and found out that it had not been occupied for a number of years. Pointing out to the owner

that the building was in bad condition, he obtained his first two months rent free in exchange for cleaning it up.

From that time on, Jim made rapid progress. In 1944, he moved into the large modern store where he is located today.

"The hard way"

Ask Jim about his philosophy of appliance selling and he will tell you, "Some people would say I do it the hard way. I started out as a service man and I've always believed that service is primarily what the customers buy. The money, of course, is in sales, but I attribute what sales success I've had to a good, fair and square service policy."

"I could tell you dozens of instances that prove it. Probably the most outstanding one is a \$4.35 service job that brought me \$50,000 worth of business. It started when I was called to fix a freezing unit in the home of a wealthy business man. When I finished, the maid asked me for the bill and told me to wait for the money."

"A few minutes later, the owner of the house came into the basement and said, 'I want to see the fellow who's charging me \$4.35.' I thought he was angry. But he went on to say that I was the first repair man who ever had charged him according to the job instead of the size of his house. Later, he gave me the job of air conditioning his offices and other work which amounted to a total of approximately \$50,000."

Few dealers are better equipped to provide good service for their customers. Two of Jim's four service men are steamfitters, enabling Jim to handle his own installation of dryers on short notice. The other two are television specialists. All are thoroughly experienced in general appliance repair. And when the department gets crowded, the boss provides expert assistance.

How to win friends

Jim stresses the little extras in his service. "Some service men," he says, "just look for the immediate trouble, fix it and leave. My men have instructions to do a thorough job, and that includes preventing

future repairs. That's one reason I pay them by the day instead of by the job.

"There's no substitute for a good service department of your own. For one thing, when you farm out your service work, it's next to impossible to get emergency service during non-working hours. And those are the jobs that turn customers into ambassadors of good will. Besides that, service men are a first-class source of sales leads."

Strange as it may seem, you don't need to be Jim's customer to get his help on an appliance problem. One morning recently, he received a telephone call cancelling a washing machine sale made the evening before. He mailed back the \$20 deposit and let the matter drop.

Then a few weeks later, the same woman came in again. She confessed that she had cancelled her order because she got a better price from another dealer. Now, she complained, the washer wasn't working and the dealer refused to replace it. So Jim called the distributor and explained the situation. The result? The woman got a new washer and Jim got a customer who has since spent more than \$1,000 in his store.

Similarly, a number of Jim's customers are young couples for whom he furnished a lead on a house or an apartment to rent. These leads, obtained from old customers, usually result in the immediate sale of a stove or refrigerator, or both.

Hard times insurance

Jim's obvious success belies the increased competition he has had to contend with in his trading area. Before the war, his was practically the only appliance outlet in the neighborhood. After the war, some twenty new stores entered the area. He credits his friendly, personal relationship with his customers as the chief reason why the increased competition has had little effect on his business.

"A little of the human element in dealing with customers is the best insurance I know against hard times," Jim says. "No matter how tough things get in the appliance business, there will always be a certain amount of work to be done. And the guy who gets it will be the guy who made friends when money was plentiful."

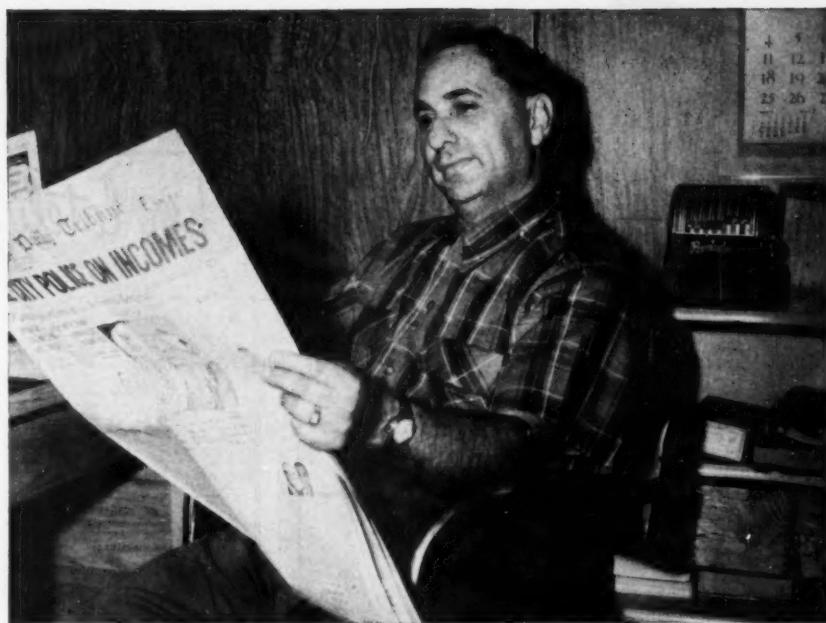
Evidence of Jim's flair for dealing with people is the fact that he has never had to repossess a single appliance in all of his years in business. "When a customer is unable to make a pretty good down payment," he says, "I figure it's against his best interests to buy, and I tell him so. I don't want any of my customers to be like the fellow who bought a Cadillac and then worried about hanging up a fender and not being able to pay for it."

Jim believes that advertising is playing an increasingly important role in appliance selling today. "More and more," he says, "people know what they want when they come into the store. So I plan my advertising accordingly.

Why Jim favors newspapers

"When a family decides to buy an appliance, the first thing they do is watch the newspapers to find out what they can get for the price they want to pay. So most of my advertising goes into the newspapers." An important share of Jim's advertising expenditure is used in Selective Area campaigns in the Chicago Tribune. These campaigns, jointly paid for by his suppliers and other dealers who sell the advertised line, enable him to buy big-space advertising in the Tribune over his own name, at low cost. Under the Selective Area plan, he uses only that portion of the Tribune's circulation which reaches the people best located to trade in his store.

Some of the brands advertised in Jim's Selective Area ads are Admiral, Easy, Crosley, Hotpoint, RCA Victor and Servel.



"...the kind of appliance advertising that people read when they're ready to buy," says Jim DePedro of his Selective Area campaigns in the Chicago Tribune.

Biggest dollar's worth

"These ads fit in perfectly with my ideas on selling," Jim reports. "First, they are inexpensive enough so that I can run a good-sized schedule the year around. And they link my store name with the kind of appliance advertising that people read when they're ready to buy.

"Besides that, there's a prestige in advertising in

the Tribune that pays off. Just being in the Tribune means you're a reputable dealer to the average reader.

"Sometimes results of the ads are immediate and sometimes customers mention them five weeks later. The important thing is what I get for what I spend. And I get the biggest dollar's worth of space, readership, prestige and sales from my Selective Area campaigns."

MANUFACTURERS:

When you build your Chicago advertising program around the Chicago Tribune's Selective Area plan, you get added dealer support for your line because you give the dealer the kind of help he understands and prefers.

Your Selective Area program gives the dealer a greater personal stake in the success of your sales drive. It produces results he can see in his own store.

He gets strong, retail-store-type advertising that is substantially his own in the medium he recognizes as Chicago's No. 1 producer of hardline sales. His share of the cost is as little as one per cent of regular card rates. And yet, all of these

dealer benefits are part of a well-knit program planned and controlled by the factory.

Dozens of case histories in Chicago Tribune files offer conclusive evidence of the plan's ability to produce more sales with greater economy. The more than \$2,000,000.00 already invested in the plan by dealers, distributors and manufacturers in the appliance field alone is additional testimony to the plan's effectiveness.

Here is a proved plan that can help you sell more in Chicago by helping your dealers sell more in their neighborhood markets. For complete information about the Selective Area advertising plan, ask your Chicago Tribune advertising sales representative to call.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

ADVERTISING SALES REPRESENTATIVES

Chicago

A. W. Dreier
1333 Tribune Tower

New York City

E. P. Struhacker
220 E. 42nd St.

Detroit

W. E. Bates
Penobscot Bldg.

San Francisco

Fitzpatrick & Chamberlin
155 Montgomery St.

Los Angeles

Fitzpatrick & Chamberlin
1127 Wilshire Blvd.

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

— CONTINUED FROM PAGE 24 —

of credit buying? And will it be enough to give total retail sales the long awaited boost?

Conditions clearly are not as favorable as in 1949 or right after Korea:

1. People are not as optimistic. Their incomes haven't been going up much. And more of them have old debts to worry about.

2. There are no shortages of durable goods and no reason to go into debt on that account.

3. The volume of installment sales has been sneaking up right along, in spite of Regulation W. The regulation was eased somewhat in August, 1951. And a gradual pick-up in installment sales really started then. So it would be a mistake to look for a sudden spurt now, just because the regulation is officially dead.

Also you want to remember that installment sales only account for about half of all durable goods sales. The other half of the business is for cash. And whether cash buyers decide to increase their purchases or not is just as important in the sales outlook as how much installment buying there will be.

In fact, it may be more important. In the scare buying after Korea, cash sales shot up even faster than installment sales. They were particularly important on the big ticket appliances. And one of the things that has been wrong with business lately is that cash sales have been declining, even though installment sales have continued to creep up.

Taking credit restrictions off won't help with these customers. It's going to take more interesting merchandise or better selling techniques to get them into the stores.

CREDIT FOLLOWS BUYING PATTERN

This brings us back to the point about the 1949-50 rise in installment sales. Changes in installment credit usually follow changes in the pattern of consumer buying, as they did two years ago. They don't start the pattern. When incomes are high and demand for durable goods, based on other factors, is strong, you get big increases in both cash sales and installment sales.

If the cost of living pinches, and people don't have as much money to spend on durables, they will use more credit in order to buy the things they really want. That happened in 1951. But this type of credit expansion usually isn't big enough to offset a drop in cash buying. That happened in 1951, too.

Now the question is: Will there be an upswing in personal income generally and a higher demand for durable goods based on the attraction of new models? That would increase both installment sales and cash sales. As we said in this column last month, there's a good chance for such an upswing. But it's probably going to take some more price reductions and hard, competitive selling to accomplish. Easier credit terms alone won't do the trick.

End

Have you proposed to her lately?



If she walks right by without giving your new refrigerators a tumble, could it be that you haven't asked her? Plenty of women are struggling along with old refrigerators only because no dealer has showed them what the new ones have to offer. As selling tightens up, it pays to make the most of such proved selling features as Fiberglas* Insulation—advertised and known to families the country over. Owens-Corning Fiberglas Corporation, Dept. 104-G, Nicholas Bldg., Toledo 1, Ohio.

A SWELL FEATURE TO HAVE...
A SWELL FEATURE TO SELL
especially when you're selling replacements

*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with fibers of glass.

Your customers see these brands promoted
in the Journal . . . be sure they find
them in your store.

Air-Way Sanitizer Vacuum Cleaner
American Beauty Electric Iron
Arvin Automatic Toaster
Arvin Electric Irons
Arvin Lectra Cook
Caloric Gas Ranges
"Compact" & "Revolution" Cleaners and
"Polish-Aire" Polisher
Coolerator Ranges, Refrigerators and Freezers
Coolerator Refrigerators
De Vilbiss Vaporizers
Dominion Appliances
Dormeyer Appliances
Dulane Fryrite Deep Fryer
Easy Spindrier
Electresteam Vaporizer, Portable Steam Radiator,
Electresteam Baby Bottle Warmer and
Electresteam Baby Bottle Sterilizer
Evenflo Nursing Units
Farberware Automatic Percolator Robot
Farberware Stainless Steel Cooking Ware
Federal Vogue Enamelled Ware
Federal Vogue Roasters
Fletcher's Can-Well Canner
Fletcher's Roastwell Roasting Pan
Frigidaire Automatic Ironers
Frigidaire Automatic Washers
Frigidaire Refrigerators
Frigidaire Washers, Dryers and Electric Ironers
G-E Automatic Toaster
G-E Automatic Washers
G-E Light Bulbs
G-E Refrigerator-Food Freezer Combination
G-E Triple-Whip Mixer
Hamilton Beach Mixer and Mixette
Hardwick Gas Ranges
Horton Automatic Washers
Hotpoint Automatic Dishwasher
Hotpoint Electric Ranges
Hotpoint Refrigerators
International Harvester Freezers
International Harvester Refrigerators
Johnson's Wax Electric Polisher
and Paste Wax
KitchenAid Dishwashers
KitchenAid Food Preparer
Lewis Stainless Cookware
Magic Chef Gas Ranges
Maytag Washers and Gas Range
Met-L-Top Ironing Table
Mirro Aluminum Baking Pans
Mirro Aluminum Utensils
Mirro-Matic Electric Percolator
Murray Gas and Electric Ranges
Perfection Gas Ranges
Pfaff Sewing Machines
Philco Electric Range
Presto Cookers
Presto Dixie-Fryer
Presto Vapor-Steam Iron
Revere Ware
Rid-Jid Ironing Tables
Rival Steam-O-Matic Steam and Dry Iron
and Can-O-Mat
Seth Thomas Clocks
Sewmor Sewing Machine
Shetland Polisher & Scrubber
Silex Steam Iron and Coffeemaker
Sunbeam Coffeemaker
Sunbeam Ironmaster
Sunbeam Mixmaster
Sunbeam Toaster
Tappan Gas Ranges
Universal Coffeematic
Universal Stroke-Savr Iron
Verplex Lamps and Shades
Viking Sewing Machines
Vornado Turn-about Window Fan
Wear-Ever Aluminum Coffeemakers
Wear-Ever Aluminum Coffee Pot
Wear-Ever Aluminum Cooking Utensils
Wear-Ever Aluminum Roasters
Wear-Ever Coffeemaker and
Wear-Ever Sauce Pan Set
Westclox Electric Alarm Clocks and Travalarm
Westclox Electric Clocks
Westinghouse Frost-Free Refrigerators
Westinghouse Iron
Westinghouse Laundromat
Westinghouse Light Bulbs
Westinghouse Roaster-Oven
Whirlpool Automatic Washer
Whirlpool Automatic Washer & Dryer
White Sewing Machine
Youngstown Dishwasher
Youngstown Kitchens
Zenith Radio-Phonograph



SHE'S YOUR BETTER HALF ...YOUR BUYING HALF

She shops for the products on your shelves
in the pages of her favorite magazine

—and when she comes to your store she buys!

Ladies' Home Journal readers—many times
4½ million of them—are the better half,
the buying half, of your market. They mean
business—that's why it's good business
on your part to stock and promote the
merchandise they see in the Journal.

LADIES' HOME

Journal

Nearly half — 47.7% — of 72,012 women
interviewed say they read Ladies' Home Journal.

ABC-O-MATIC

...the Automatic

EVERYTHING

● By ANY standard of comparison . . . beauty of design, simplicity of construction, washing and rinsing efficiency, ease of operation, exclusive sales features, or customer satisfaction . . . the ABC-O-MATIC stands out as a triumph unprecedented in the washer industry.

Small wonder, then, that ABC-O-MATIC has made such a tremendous hit with ABC dealers and their customers, throughout the country.

For ABC-O-MATIC is DIFFERENT from any other automatic washer . . . DIFFERENT and BETTER . . . because it's the *only* washer with "Centric" Agitation and "Shampoo" washing action.

If *you* are interested in selling unmatched washer performance . . . easier and quicker . . . to customers that *stay* enthusiastically sold, write or wire for details on ABC-O-MATIC.



ABC

Manufacturers of America's

Leading Washers and Ironers

ALTORFER BROS. COMPANY • PEORIA, ILLINOIS

features that SELL and SELL and SELL!



Exclusive "CENTRIC" AGITATION

Unique pulsating movement forces cleansing suds through the fabric. No spin, no oscillation, no strain on delicate garments. Gets dirt out gently, thoroughly, and smoothly.



Exclusive "SHAMPOO" WASHING

Washing action starts with a little water and full amount of soap. Produces rich, thick lather—like a hand shampoo. Clothes are gently flexed and distributed evenly.



Exclusive 3-STEP RINSING

Three wonderful fresh-water rinses . . . deep power, overflow, and splash away . . . loosen all dirt and soap scum and float it away. Dirt can't settle back among the clothes.



Exclusive "SPIN-AIRE" DRYING

Combination of air and centrifugal force removes all free water from clothes . . . damp-dries them soft, fluffy, wrinkle-free. No tangling. ABC's active air-flow means better spin-drying.

washer that has IN ITS FAVOR!



More reasons why more women choose ABC-O-Matic

SIMPLE DIAL CONTROL



For the complete washing, rinsing, damp-drying cycle. Everything's automatic!

GEARLESS AUTOMATIC DRIVE



Simple, quiet, long-lasting, trouble-free operation. Fewer moving parts means less wear, minimizes service.

AUTOMATIC SIGNAL LIGHT



Red light is on while washer is operating — goes off when the washing cycle is completed.

AUTOMATIC LEVELIZER



ABC's unique self-leveling device automatically compensates for a difference in floor level.

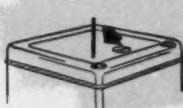


NO STOOP, TOP LOADING



A labor-saving and back-saving feature women like. Safety device stops washer when lid is lifted.

NO BOLTING DOWN



Operates so smoothly, vibration is reduced to a minimum. Adds years to the life of the washer.

USES SOAP OR DETERGENTS



Whichever the housewife prefers, or as water may require. This is another ABC-O-MATIC sales advantage.

SMART CABINET STYLE



Beautiful, modern styling makes ABC-O-MATIC ideal for use in kitchen, basement or utility room.

-the only washer with "SHAMPOO" washing action
washes, rinses, "spin-aire" dries **ALL AUTOMATICALLY**

Go by these plain, hard Facts . . . and SAVE! CHEVROLET Advance- Design TRUCKS

Fact No. 1

Saves you money on purchase

Check the price on a Chevrolet truck that's the right size, type and capacity to handle your work. You're going to find that this Chevrolet truck lists for less than any other make of truck capable of doing the job. Here's an immediate, cash saving.

Fact No. 2

Cuts operating costs

Day in, day out a Chevrolet truck works for rock-bottom "wages" on fuel and upkeep. It brings you the proved economy of Valve-in-Head engine, with 4-Way Lubrication to reduce engine wear. Extra-rugged features cut maintenance costs.

Fact No. 3

Gives you the right truck for the job

Chevrolet trucks are factory-matched to the job—fenders, axles, frame, springs, engine, transmission, brakes. It's the Chevrolet idea to provide you with exactly as much truck as you need and no more. Chevrolet truck users know this idea pays off.

Fact No. 4

Saves money on trade-in

It's right in the records that Chevrolet trucks traditionally bring more money on the used truck market—and that can mean more money for you when you trade or sell. There's another reason why more truck users choose Chevrolet than any other make.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Leadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURETOR**—for smooth, quick acceleration response • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement • **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting • **HYPOID REAR AXLE**

—**for dependability and long life** • **TORQUE-ACTION BRAKES**—on light-duty models • **PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES**—on medium-duty models • **TWIN-ACTION REAR BRAKES**—on heavy-duty models • **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models • **CAB SEAT**—with double-deck springs

for complete riding comfort • **VENTIPANES**—for improved cab ventilation • **WIDE-BASE WHEELS**—for increased tire mileage • **BALL-TYPE STEERING**—for easier handling • **UNIT-DESIGNED BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance • **WIDEST COLOR CHOICE** at no extra cost.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



ANOTHER CBS-HYTRON FIRST YOU'LL BE BUYING SOON

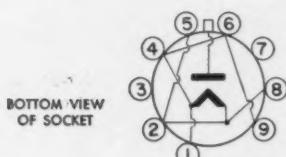


1AX2 DATA

The CBS-Hytron 1AX2 is a compact, 9-pin miniature TV pulse rectifier. Plate is brought out to top cap and filament is oxide-coated. Absolute maximum ratings are: peak inverse plate voltage, 25,000 volts; d-c load current, 1.0 ma.; and steady-state peak plate current, 11.0 ma.

Typical Operation — TV Pulse Rectifier

Filament voltage	1.4 v \pm 10%
Filament current	650 ma
Positive-pulse plate voltage	20,000 v
Negative-pulse plate voltage	5,000 v
Peak inverse plate voltage	25,000 v
D-c output voltage	20,000 v
D-c load current	300 μ a



CBS-HYTRON 1AX2

NEW HEAVY-DUTY TV HIGH-VOLTAGE
RECTIFIER CAN TAKE IT!

TV high-voltage rectifiers take a beating: Terrific variations occur in applied filament voltage . . . 0.8 to 2.4 volts! Sudden arcs in the rectifying system place destructive electromechanical stresses on the filament. And the increasingly larger TV picture tubes demand peak emission and peak inverse voltage simultaneously. The new CBS-Hytron 1AX2 was especially designed to take such rough treatment and come up smiling.

ADVANTAGES OF NEW CBS-HYTRON 1AX2

- 1 Rugged, high-wattage filament of CBS-Hytron 1AX2 has adequate peak emission for the new, larger TV picture tubes. 1AX2 may be run simultaneously at both its peak inverse voltage and maximum d-c current.
- 2 Higher load of 1AX2 filament on transformer tends to regulate filament voltage. Eliminates need for limiting resistor. Yet lower plate-to-filament capacitance ($0.7 \mu\mu$) of 1AX2 prevents loss of high voltage.
- 3 Insulated tension bar (patent applied for) through center of 1AX2 coiled filament limits destructive movement of filament by electro-mechanical stresses.
- 4 Filament of 1AX2 is located in base and shielded to eliminate bombardment of cool ends of filament by gas molecules.
- 5 An overloaded 1AX2 may be replaced with its big brother, the CBS-Hytron 1AX2, by simply removing the limiting resistor. In rare cases, it may be necessary to add another turn to the secondary of the filament transformer to obtain the required 1.4 volts for the 1AX2.

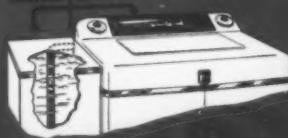


MAIN OFFICE: SALEM, MASSACHUSETTS

month after month



Profit
THE GREATEST FEATURES IN AUTOMATIC



Suds-Miser...

stores the hot suds water for re-use on as many loads as you want. Economy soap and hot water cuts.



Seven Rinses...

carry off every trace of soap and dirt to assure total cleaning of clothes.

Available with or without Suds-Miser



Agitator Action...

perma-smooth agitator creates surging, swirling water action to remove every speck of dirt.



Check-Temp...

turns off when washing is done. It's a great time-saving, soap-saving feature.



Germicidal Lamp...

helps sanitize clothes as they're washed and floods them with fresh-air fragrance and sweetens.

Whirlpool dealers are topping all sales records!

Again, WHIRLPOOL "comes through" for its dealers . . . and dealers are *cashing in* with more sales than ever before. WHIRLPOOL production has *doubled* to give dealers the automatic washers and dryers *they need*. And to keep pace with production, WHIRLPOOL dealers are getting *hard-hitting* promotional programs plus *more* advertising help.

Result? Fast-moving merchandise at greater net

profit! Look at the WHIRLPOOL automatic washer and dryer features and you'll see why this is true. Here are the greatest features in automatic home laundering . . . features you can demonstrate . . . features which eliminate time-consuming sales effort . . . features which prospects *want and buy!*

Want to sell more, profit more? Then, join up . . . come over to the profit side with WHIRLPOOL. Call, wire or write your distributor or . . .

Whirlpool CORPORATION

St. Joseph, Michigan

For Over 50 Years Manufacturers of the World's Finest Home Laundry Equipment

IN CANADA: John Inglis, Ltd., Toronto, Ontario

HOME LAUNDERING

Gas or electric models are available



Scientific Drying . . .
is scientifically circulated. Result? Faster drying, extra operating economy, positive protection of clothes from exposure to excessive heat.



Floor-Fit Venting . . .

Three types available, a vent system for every condition . . . simple to install . . . eliminates dirt and moisture.



Convenience Lamp . . .

gives clothes that delightful, sun-fresh, outdoor sweetness.



Automatic Ignition (gas models)

the instant the Time Control dial is turned on, the pilot burner lights first, then the main burner. No more matches to light . . . no more valves to turn . . . no more waiting.



Only Whirlpool has been awarded the Fashion Academy Award for Beauty of Design



Whirlpool... going places by doing big things in a big way!

General GIVES YOU THE MOST POWERFUL SALES FEATURE IN FLOOR MACHINE HISTORY!

*NEW!
SENSATIONAL!* "Guide-A-Matic
Balance"

See this amazing feature
demonstrated at the

ATLANTIC CITY HOUSEWARES SHOW

JULY 7-11

Booth 1124-1126

SCRUBS!
POLISHES!
WAXES!
SANDS!
BUFFS!
REFINISHES!
DRY CLEANS!

... every type of floor!

GENERAL FLOORCRAFT, INC.
421 Hudson Street • New York 14, N.Y.

General ALSO MANUFACTURES THE FINEST FLOOR MACHINES
FOR BUSINESS, INDUSTRY, INSTITUTIONS



General
Twin-12

with
2 waxing brushes
2 polishing
brushes
2 buffing brushes
with
2 replaceable
lamb's wool
skins



*See for yourself how 'Guide-A-Matic Balance' makes "General" easier to sell because it's easier to demonstrate! Turn on a "General"... Lay handle flat on the floor. Don't touch it! See how the "General" stays put! Won't Walk... Won't Wander... Won't Pull! A selling point that can't be beat! Remember... Only "General" gives you 'Guide-A-Matic Balance'! And it takes only 12 seconds to demonstrate!

GENERAL — THE QUALITY FLOOR MACHINE AT THE LOWEST PRICE!

BRUSHES OUTLAST OTHERS 3 TO 1! Extra-long bristles! More fully packed! Usable right down to the block!

NO ARM STRAIN! Full finger-tip control! Machine glides smoothly, swiftly as it gleams your floors!

NO UNPOLISHED CENTER STREAK! Counter-rotating, intermeshed brushes cover full 12" section!

EXCLUSIVE SNAP-ON SIDE HANDLES! Ideal for polishing, waxing walls, furniture, cars, etc. Attaches quickly!

ALL METAL STYLING! No plastic or paint to crack or chip! Surfaces polished aluminum or chromed!

EXTRA-LONG 30 FOOT CORD! Heavy duty, rubber-covered electric cord!

QUIET, POWERFUL MOTOR! Vibrationless, perfectly balanced! Full-rated 1/4 HP. AC-DC! Visible thumb switch for positive on-off control!

FULL YEAR'S GUARANTEE against workmanship or material defects!

WRITE TODAY! Get your copy of "General's" New Sales Manual titled, "Facts on Selling." Full of sales tips, profit building sales ideas. Send for yours now!



**They're coming from
Out of this
World...**

TO SEE THE NEW

DULANE

**Products that are
Out of this World**

**Frigryte®
and
Coffryte**

**NATIONAL HOUSEWARES SHOW
Atlantic City — July 7 to July 11
Booth Nos. 1331 • 1333 • 1335 • 1337**

DULANE INC. 1900 RIVER ROAD • RIVER GROVE, ILL.

PHILCO FOR '53

presents

EPOCH-MAKING TELEVISION AND RADIO NEWS!

Philco celebrates 60 years of engineering leadership with truly precedent-shattering developments in Television and Radio for '53

Philco Scientists and Engineers usher in a new era of Television and Radio quality, performance and values for 1953. Millions of dollars have been invested to develop, retool, and manufacture a completely new television and radio line—radically new in engineering concepts, new in design, new in features, and excitingly new in customer appeal.

Once again Philco proves its leadership. Once again Philco dealers will cash in on the greatest line of values in Television and Radio ever presented to the American Public. And, once again, the Philco dealer franchise

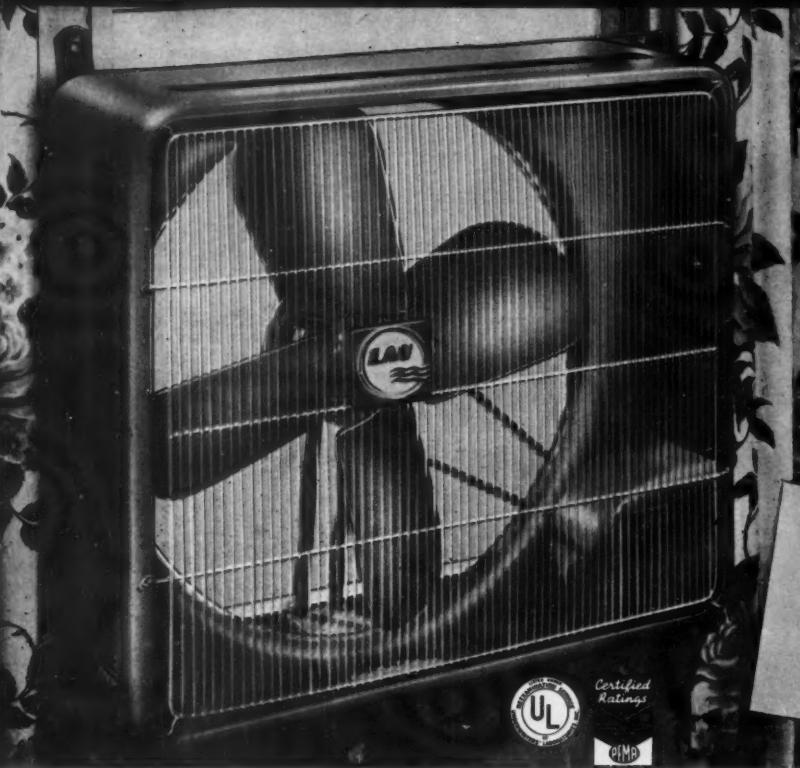
will be the most desirable, the most profitable in the appliance industry. The sensational new 1953 Philco Television and Radio lines, along with the great Philco Refrigerator, Home Freezer, Room Air Conditioning, and Accessory products, will be paraded before the largest TV and Radio audience in history—the Philco sponsored Republican and Democratic National Convention Radio and Television broadcasts over National Broadcasting Company.

Get set to cash in on the mightiest merchandising event in the industry!





BRAND NEW FOR '52



Models 2452-WR2

and 3052-WR2

**2-Speed Reversible
Large-Powerful**

Window Fans

- 24 inch and 30 inch sizes
- Reversible at the flip of a switch
- Will cool several rooms
- An apartment or a small home

*The Matched Line
of Color-Harmony
Window Fans*

Outstanding in Performance! Built for Volume!

Simple, Quick, Easy to Install

Here's the Sensational NEW LAU Window Fan that has the industry talking! Large . . . powerful . . . quiet . . . combining good looks with the complete safety of finger-proof guards! It matches in color and styling with the smaller combination-window models. Handsomely finished in 2-tone green baked enamel. Exhausts hot stale air . . . and pulls in a large volume of cool outside air directly into any room! Model 2452-WR2 (24 inch) . . . Model 3052-WR2 (30 inch) easy to install in any window . . . and the fan does not interfere in any way with opening or closing of windows. Adjustable steel panels permit installation in windows up to 36" wide . . . rubber-cushioned feet protect polished surfaces and absorb vibration. All Lau Fans comply with Commercial Standards CS 178-51.

Also available in Single Speed Exhaust Models! and . . . they carry Certified Ratings of Propeller Fan Mfrs. Association plus Underwriter's Laboratory approval.

THE LAU BLOWER COMPANY

2005 Home Ave., Dayton 7, Ohio

See Your Jobber today! See the complete LAU advertising literature and handsome new displays . . . now available for you!

**Get Behind the Full Line of
LAU matched Window Fans**

Model 1252

Combination Casement
Window and Portable Fan
16" square, 5½" deep
weighs 14 lbs. For ex-
haust or intake.



Model 1652

Unexcelled for power and
quiet performance. Fits
common windows 18 x 36"
or larger. Portable, revers-
ible . . . 18" square, weighs
19 lbs.



Model 2052 . . . with Expanders

The Combination Fan for
double-hung windows . . .
comes complete with metal
expanders. May be easily
lifted off and used as a port-
able. 22" square, weighs 25
lbs.



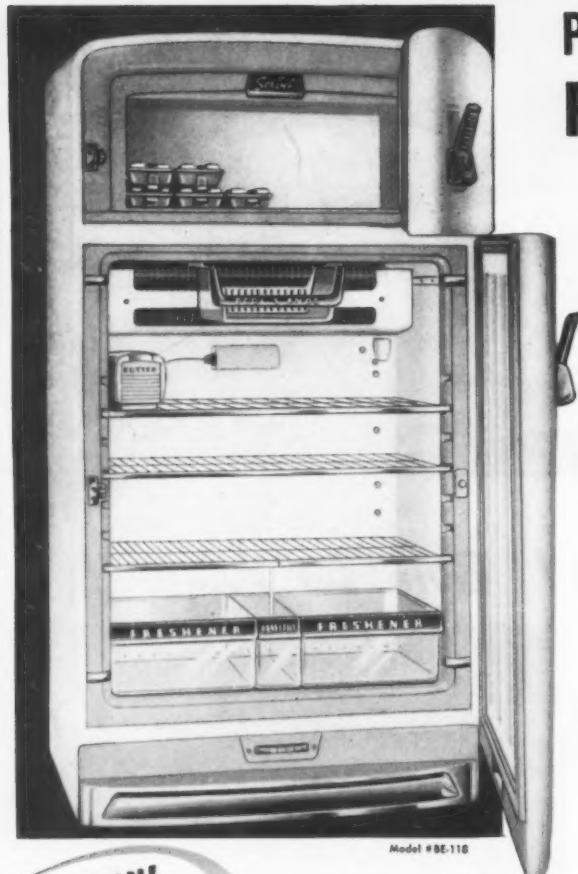
Reversible . . . Portable — Powerful

IN ONLY 3 WEEKS

PLESSER'S of Long Island

SOLD 36 SERVELS!

More than all other major brands combined!



Model #BE-11B

**TIE IN!
CASH IN!
USE SERVEL'S
PROOF
OF
SUPERIORITY
PLAN
TO SELL THIS
NEW KIND OF
REFRIGERATOR**

- ✓ No Moving Parts in Servel's Freezing System! Nothing to wear or make noise —ever!
- ✓ Stays Permanently Silent!
- ✓ Only Freezing System that goes into action on a change of even one degree!
- ✓ Frozen Food Compartment actually gets colder during defrosting!
- ✓ Runs on Electricity!
- ✓ Ten-Year Warranty on freezing system! Twice as long as any other!

**PLUS: WORLD'S
GREATEST COMBINATION
OF INTERIOR FEATURES**

Phenomenal Sales Credited to Servel's
**PROOF OF SUPERIORITY
PLAN**

*"It's the Greatest Refrigerator Promotion
that's ever been used in my Store!"*

says David Plessner, Owner



**HERE'S HOW YOU CAN INCREASE TRAFFIC,
BOOST SALES, HANG ON TO PRECIOUS PROFITS!**

Imagine results like this—for your own store! It's really amazing—especially when you consider that Plesser Appliances racked up this record during the slow pre-Easter period.

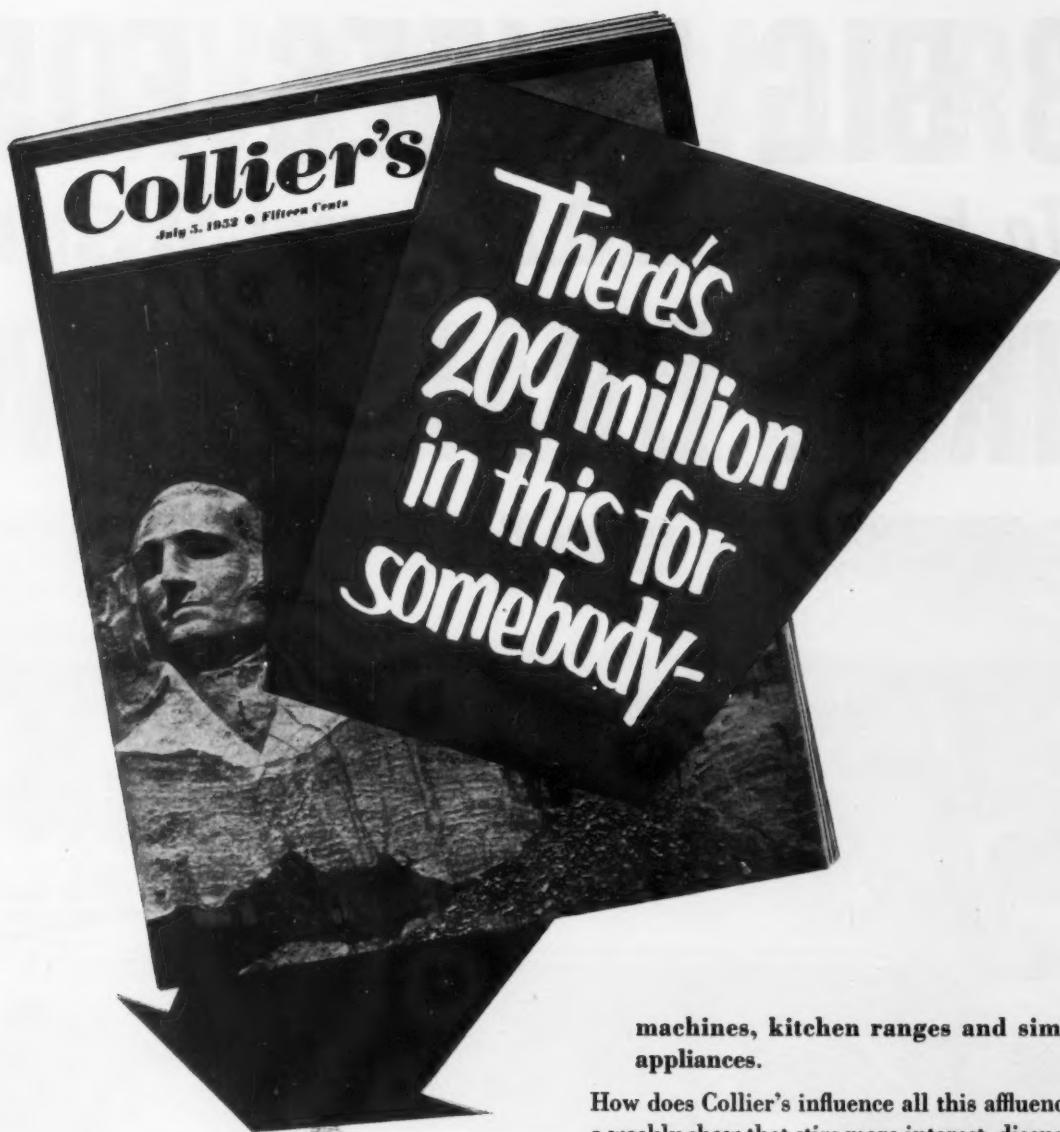
When you take advantage of this great Servel promotion, here's what happens:

- You put more Servels in more homes for only \$1.00 per installation!
- Once in the home, your Servel sale is 90% made!
- You trade for less—and avoid exaggerated offers!
- You eliminate price cutting!
- You're insured by Servel on every demonstration!

You *sell* more! *Make* more! With more Servels in more homes—and with each sale so easy to close—you're sure to make more sales!

**ASK YOUR SERVEL DISTRIBUTOR
FOR COMPLETE DETAILS**





THE readers of Collier's will buy more than 1,262,000 electrical appliances in 1952 — spend over 209 million dollars for them.

Where's all the money coming from?

From an alert, prosperous group of Americans attracted by the liveliest magazine in the major weekly field.

Collier's readers, as a group, embody a higher percentage of young adults, 26-45, than any other weekly in the field.

Over 58% of Collier's family heads enjoy incomes of \$4,000 and up.

And most important, Collier's leads the field in percentage of readers who own radios, mechanical refrigerators, washing

machines, kitchen ranges and similar appliances.

How does Collier's influence all this affluence? With a weekly show that stirs more interest, discussion and debate—that gets more newspaper quotes—than any other in the magazine field.

It's the kind of show that does more than move people. *It moves merchandise, too.*

Like to talk to that kind of audience? Want your share of the 209 million a year they spend for electrical appliances? We'll be glad to tell you more about it.

Collier's
Makes Things Happen

The Crowell-Collier Publishing Co.,
640 Fifth Avenue, New York 19, N. Y.

Publishers of Collier's, The American Magazine, Woman's Home Companion

103 BIG PRIZES FOR

*To be given in G.E.'s great B\$S\$B**

THREE BRAND-NEW



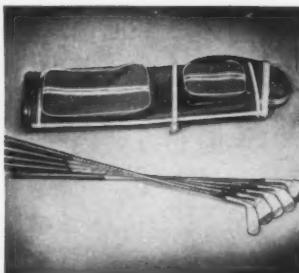
LOOK AT THESE BEAUTIFUL PRIZES YOU CAN WIN!



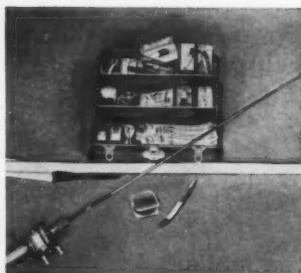
MEN'S CALENDAR WATCH, a handsome Benrus with gold expansion band, plus gold wind-proof cigarette lighter and matching gold cuff links and tie bar. All fitted in a smart and distinctive case.



LADIES' WRIST WATCH, a beautiful Benrus hinged-cuff "Embraceable" with safety chain; also, chic gold earrings and a stunning pendant-and-brooch combination. Can be a wonderful gift from you.



MATCHED GOLF IRONS, Wilson, with long-lasting nylon Wilson golf bag. Nos. 2, 5, 7, 9, and putter, Gene Sarazen Stroke-master model. Clubs, nationally distributed, can be filled in any time.



FISHING KIT, 27 items in a double-tray cork-lined tackle box. Gep glass casting rod, Green Hornet level-wind reel, fish rule and scale, Pflueger spoons and spinners, plugs, hooks and leaders.

SERVICE DEALERS!

Promotion Contest topped by

'52 DODGE TRUCKS!

***B.S.B.—Bigger Summer Business** tells the story! Increase your profits and walk off with a brand-new Dodge panel truck! General Electric's B.S.B. Contest offers you this double bonus.

The contest's loaded with 103 prizes! It's primed with new sales-getting helps for you, as shown at right. Contest starts now and ends August 15—weeks that are summer radio-TV check-up time for millions.

Yardstick of the contest will be how successfully you promote your own service business in terms of *planning, originality, and results*. G.E. will support you with special full-page tie-in ads in national magazines read by 35,000,000.

First prize to each of the three top winners will be a new '52 Dodge panel truck, handsomely lettered with your name and address.

100 other prizes—all big values, all mighty attractive!

ENTER NOW—HERE'S HOW!

● Phone, write, or see your G-E tube distributor for (1) descriptive folder that gives all details about the contest, (2) streamers, mailers, and other promotion items to help you win!

From the folder you will learn exactly what the contest covers, how to obtain and fill in your entry blank, how to make your promotion a success, what records to keep, and what type report to send in when the contest is over.

Five men of national prominence in the radio-TV service industry will serve as judges. Their names and positions are given in the contest folder. Act today! Profits plus a costly prize are waiting for you!

**G-E SMASH PROMOTION PROGRAM
WILL HELP YOU WIN!**



GENERAL ELECTRIC

161-1A9

Coroaire



BIGGEST PROFIT JEWEL IN THE APPLIANCE DEALER'S CROWN

Revolutionary, new low-cost heating system sells on sight, requires no installation or service, is non-competitive to any appliance line!

COROAIRE ADDS BIG PROFITS WITHOUT INCREASING OVERHEAD. The three beautiful, compact models require little floor space for display—no engineering knowledge or service for installation—no replacement parts to stock.

BIG POTENTIAL MARKET. Over 50% of all American homes are heated with this type of unit—tens of thousands by Coroaire. And every home, office, small business place desiring low-cost, fully-automatic gas heat is a ready prospect. The market is not glutted.

COROAIRE IS A NON-COMPETITIVE PLUS-PROFIT ITEM. No matter what appliance line you sell, Coroaire does not compete. It is an *extra profit line* that complements and completes your major appliance stock.

**NO TRADE-INS, NO PRICE-CUTTING,
NO REPOSSESSIONS TO REDUCE YOUR PROFITS!**

COROAIRE IS FAIR-TRADED. You take no trade-ins. You are not underpriced by your competitor. All sales are straight deals. And the tried and proven sales and merchandising plan is sure fire.

ACCLAIMED, ENDORSED AND SPECIFIED BY LEADING ARCHITECTS, builders and contractors, Coroaire is the greatest low-cost heating achievement of the past 30 years. Actual case histories prove that Coroaire heats a 5 or 6 room home for an average of as little as \$6.00 per month.

25 YEAR WRITTEN GUARANTEE ON HEAT EXCHANGER. The 46 cast iron Venturi Tubes—patented and exclusive with Coroaire—last a lifetime and remain completely silent in operation. There is never any cracking, popping or gun-shot noises.

For full details, write, wire or telephone . . .

THE COROAIRE HEATER CORPORATION

Dept. EM 3, 1422 Euclid Avenue • Cleveland 15, Ohio



COROAIRE-CONSOLE, Model 85-G in burl walnut or silver-gray finish.

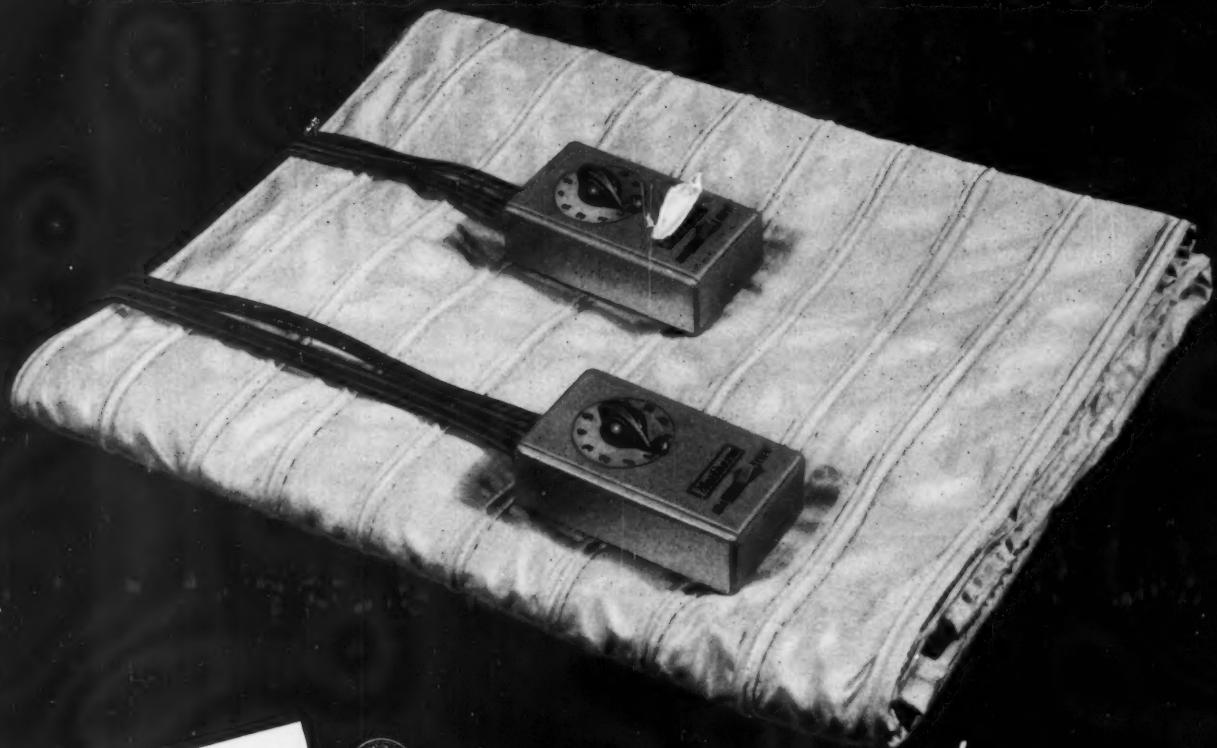


IN-THE-WALL, Model 90-WM.
Available in silver-gray.



INTRODUCING...

the Northern Automatic Electric Sheet



It's New!
It's Profitable!
It's Practical!

Cash in on a vastly increased market in the electric bed covering field. Sell the new Northern Electric Sheet...ideal for home or travel...can be used with any favored blanket to provide all the comforts of an electric blanket. Lower cost than an electric blanket. Attractively gift-packaged.

- Made of fine percale, white, rose or blue
- Constant bed temperature, all night long
- Choice of either dual or single controls
- More heating element at bottom to warm feet
- Fully guaranteed, 12 months replacement policy

Remember... You get the same highly profitable markup traditional with Northern for more than 40 years. Write for prices and merchandising plan.

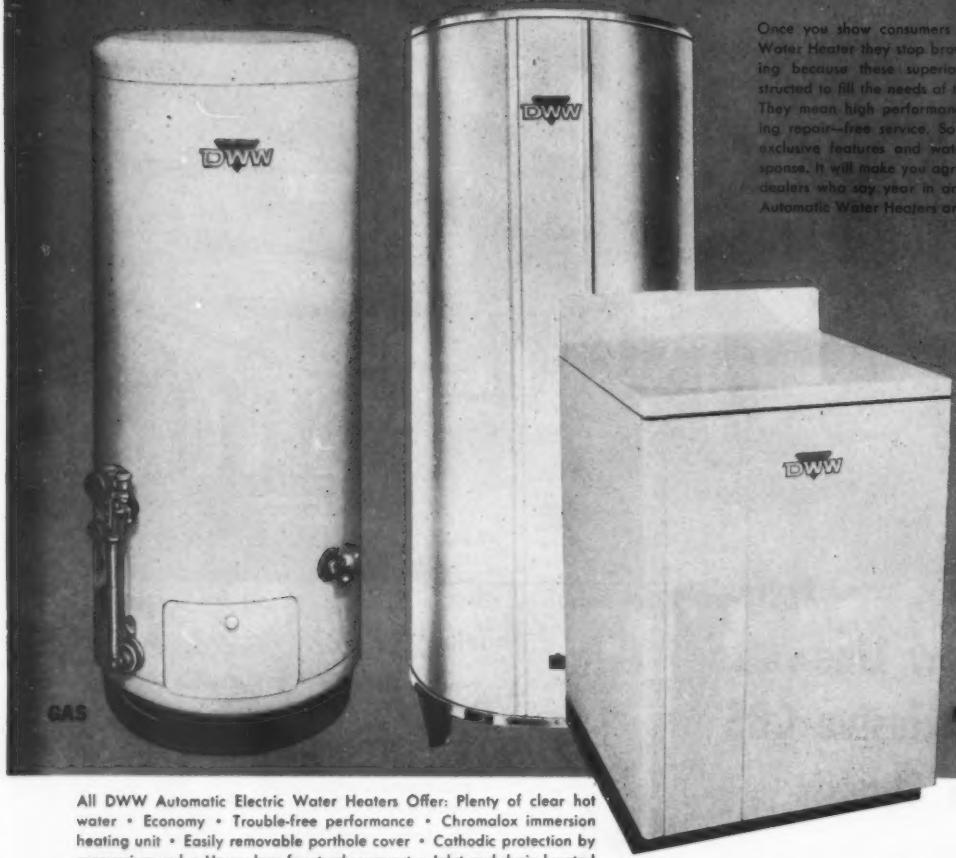
Northern Electric Company

5224 NORTH KEDZIE AVENUE, CHICAGO 25, ILLINOIS
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The difference between LOOKERS and BUYERS



AUTOMATIC GAS AND ELECTRIC WATER HEATERS



Once you show consumers a DWW Automatic Water Heater they stop browsing and start buying because these superior heaters are constructed to fill the needs of today's homemakers. They mean high performance, low bills—unfailing repair-free service. So just point out their exclusive features and watch the customer-response. It will make you agree with the countless dealers who say year in and year out "DWW Automatic Water Heaters are built for business"!

All DWW Automatic Electric Water Heaters Offer: Plenty of clear hot water • Economy • Trouble-free performance • Chromalox immersion heating unit • Easily removable porthole cover • Cathodic protection by magnesium rod • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Heat trap to prevent back circulation in piping • Double extra-heavy galvanized steel tank • Underwriters' approved heavy wiring • Precision engineering • Upright models to conserve floor space, tabletop for extra work space • Advanced design • Gleaming enameled casing • Adjustable thermostats • Extra-thick Fiberglas insulation. D. W. WHITEHEAD also features an exclusive baffle at cold water inlet. This prevents mixing of hot water with incoming cold, insuring consistently even water temperature and greater economy of operation.

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When Ordered With Cathodic Protection.

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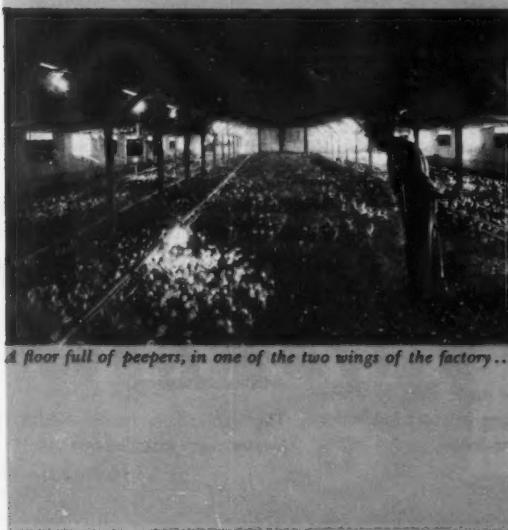




At J. Frank Kendrick's broiler plant, master control panel supplies everything needed by the mass-produced chick.



This long low building...with the control tower in the center...produces 20,000 broilers at a time.



A floor full of peepers, in one of the two wings of the factory...



Chicken engineer ...with music!

The man at the master control panel gives fresh water, feed, heat, air, light and piped music to 20,000 birds at J. Frank Kendrick's Champaign County, O., broiler plant!

Red lights flash and buzzers buzz, if the power fails. Visitors have to disinfect their shoes, and wear a smock. The modern plant has observation windows, like a new baby ward. Every chick gets vaccinated. The birds make a racket...but the almost automatic Operation Cackle produces 80,000 broilers a year...is typical of farm business today.

Farming is a business...with better factories and facilities, more modern machinery and methods, more efficient equipment...using newer techniques and the field-tested research of state and Federal Ag. Ex Stations...to get higher yields at lower cost.

And the farm home has kept pace with the farm business, is being remodeled and redesigned, with new furniture, furnishings, and decorations, food freezers, modern kitchens...is today's best market for quality merchandise.

Advertising Opportunity...The choicest farm market is best reached by **SUCCESSFUL FARMING**...concentrating nearly a million of its 1,200,000 circulation among the best US farm families in the fifteen agricultural Heart States...with the best land, buildings, best brains and methods, the highest yields and incomes. The average annual income of the SF subscriber is easily 50% greater than the national farm average.

General media touch the market lightly, miss much of the best of it. Only **SUCCESSFUL FARMING** has the deep penetration and wide influence to balance any national electric goods advertising schedule, deliver maximum sales and profits. For full facts, call any SF office.

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INDUSTRIES - KODAK - INK - LIGHTING - FARMING - MUSICAL INSTRUMENTS - ODEON



Install the type of *Electric Water Heater* that best suits the job—tank or table-top. Be sure to sell a size that's adequate.

The *Electric Water Heater* makes the modern home complete. It's the convenient, automatic necessity not only for ordinary hot water needs—but to make the dishwasher and clothes washer operate at top efficiency. *Sell it* to your customers this way:

Tell them about—

Easy Installation. No flue or vent, so installation can be made anywhere.

Economy. Installation is made close to where hot water is needed, resulting in short hot water lines that minimize radiation losses.

Long Life. Rugged construction insures years of service.

Full Insulation on top, bottom and sides. Reduces heat loss, keeps jacket cool to the touch.

Clean, Fully Automatic Operation. Install it and forget it.

And what's in it for you? "Big ticket" sales, a minimum of service calls, and a longer list of satisfied customers.

The demand is there—845,000 *Electric Water Heaters* were installed last year!*

(*Electrical Merchandising—Jan., 1952)

ELECTRIC WATER HEATER SECTION

National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

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**Don't miss Sylvania's unbeatable
3-way Service Helper—"SIT-'N-FIXIT"**



Entire kit folds into a neat
compact carrying case.

A TOOL KIT,
STOOL AND
DROP CLOTH...
ALL IN ONE!



**WITH 16 SYLVANIA
PREMIUM TOKENS**



Sylvania now offers you the world's handiest and most complete servicing kit. Nothing else like it! It'll speed your work, spare your back, impress your customers!

Here, in a neat sail-cloth carrying case, is a sturdy, aluminum and canvas, folding stool. Equipped with zippered pocket for tools and parts. Also open pockets for Sylvania Wrench Kit and Pliers Kit. And get this! The unzipped case opens out to a broad, turned-up-edge drop-cloth.

How to get your "Sit-'N-Fixit"

You get this complete servicing kit FREE for only 16 Sylvania Premium Tokens shown above. One of these tokens is yours free with every Sylvania Picture Tube or with every 25 Sylvania Receiving Tubes purchased from your distributor. When you have 16 tokens, take them to this distributor and pick up your "Sit-N-Fixit".

Note, these tokens will be honored only by the one distributor where you buy all your tubes.

Don't delay

This is a special summer offer. Good only from July 1st to August 31st. So, call your Sylvania Distributor and get in those tube orders TODAY!

SYLVANIA

You Make More

because You

Keep More with

"Our Best Bet is to Go ALL-OUT with Bendix Sets. They Bring in Lasting Profits."

"THAT'S RIGHT—
They let us keep more...because
they need fewer Service calls
than Other Sets!"



The big true-to-life picture on this 20" Bendix can be viewed without eye strain. Improved filtering circuits eliminate annoying distortion...hold picture "camera-sharp."

Bendix TV

... THE LINE OF LASTING PROFITS

Bendix gives a consistently sharp picture in fringe areas where the pictures on other sets flutter, fade and fuzz. Non-reflecting picture tube features famous Magic Interface.

Tuning in a Bendix is simple, easy and convenient. The front panel contains all controls used in normal operation. Out of the way . . . yet handy . . . at the rear of the set are those adjustments which are used only rarely.

This is the keyed Automatic picture control. It permits switching from channel to channel without any adjustment of contrast or brightness controls. Eliminates "Aircraft Flutter", too.



MODEL 20K2
Available with casters for easy turning

Slim profits, expensive comebacks, frequent servicing . . . aren't those headaches in the television business that you could do without? Easiest way to get rid of all of 'em is to push Bendix* TV. When you sell one of these sets you *make a mighty attractive profit* . . . because Bendix allows you one of the longest discounts in the business. Moreover, you can sell a Bendix with full confidence that it will *stay sold*. Money can't buy a better picture than Bendix offers. And it's the "stay-true" kind that keeps owners happy . . . does away with annoying, profit-stealing comebacks. In fact, Bendix performance all-around is so trouble-free that *service costs go down*. So you *keep more* of what you make.

Why should all these advantages be peculiar to Bendix sets? The reason is simple. Behind these sets stand Bendix Aviation Corporation—the most trusted name in electronics. The result is *built-in quality* that puts Bendix sets in a class by themselves.

Your key to *making more money . . . and keeping more of it . . .* is Bendix—the Line of Lasting Profits.

*REG. U.S. PAT. OFF.



THE PICTURE WITH THE BILLION DOLLAR BACKGROUND

AVIATION CORPORATION HAS DESIGNED AND BUILT BILLIONS OF DOLLARS WORTH OF RADIO, TELEVISION, AUTOMOTIVE, RAILROAD, MARINE, AVIATION, AND INDUSTRIAL EQUIPMENT, INCLUDING ELECTRONIC DEVICES FOR SUCH ADVANCED FIELDS AS RADAR AND GUIDED MISSILES. FAMOUS FOR RELIABILITY IN EVERY MAJOR INDUSTRY, THE BENDIX NAME GIVES YOU THE FINEST PLEDGE OF QUALITY IN TELEVISION.

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Announcing—
**Two Additions to the
Speed Queen Royal Family**

NEW AUTOMATIC WASHER

We are pleased to announce that a new, sensational SPEED QUEEN AUTOMATIC WASHER — exhaustively engineered, thoroughly field tested, beautifully designed, and competitively priced — will be in full scale production in our own plants well before the end of the year. Thus, every Speed Queen dealer can now make definite plans to have this "queen of queens" soon added to his Royal Family of Home Laundry Equipment.

NEW DRYER

Also, even in advance of the automatic washer, a new SPEED QUEEN DRYER will be produced in our own plants — embodying today's most proven and acceptable features of operation, and designed as a perfectly matched ensemble with the new automatic washer.

Now, with these additions, the Speed Queen Line is *truly* the Royal Family of Home Laundry Equipment.

SPEED QUEEN CORPORATION
Ripon, Wisconsin



SPEED



QUEEN

The Royal Family of Home Laundry Equipment

Here's the freezer



and here's the
Plan for Action

**THAT MAKES MONEY
FOR APPLIANCE DEALERS!**

It works! It Sells!
**It's your answer to fly-by-night
high pressure competition!**

This is no pie-in-the-sky plan—this is Coolerator's down-to-earth **PLAN FOR ACTION** that's soundly thought out to the last detail—to start sales rolling *now*—not for in-and-out operators, but for real appliance dealers.

FA 140—14 cu. ft. with fast-freeze compartment; ideal for the average family.

EVERY PRACTICAL MERCHANDISING AID YOU NEED—ALL WRAPPED UP IN COOLERATOR'S PLAN FOR ACTION—TO MAKE SALES FOR YOU!

- Dramatic full-color national advertising
- Sound slide films
- Bake and Freeze Demonstration Program
- Posters, booklets, floor displays
- Part-Time Housewife Promotion with a full-color film and idea-packed consumer booklet
- Co-op advertising
- X-Ray Hidden Feature Presentation
- Outdoor posters, Radio and TV spots
- Wall hanger posters

AND—the tested, proven, successful Coolerator Food Plan that HELPS and PROTECTS appliance dealers, does not by-pass them! PLUS a retail salesman's Food Plan Presentation that sells the customer on the spot.

All this, *plus* the 24 selling features that only Coolerator has, adds up to a program that is dramatic—that sells freezers in big volume. Call your Coolerator distributor today and start making money selling Coolerator freezers now.

Watch for 4-color advertising on Coolerator freezers in

Better Homes and Gardens	Farm Journal
Saturday Evening Post	Successful Farming
Ladies' Home Journal	Progressive Farmer
McCall's	Household

in July, August and September!



ELECTRIC REFRIGERATORS, RANGES AND FREEZERS

The Coolerator Company • Duluth 1, Minnesota

**On display at the SUMMER MARKET, Suite 11-107
MERCANDISE MART, Chicago**

Electrical Merchandising

Vol. 84

No. 7

WHO PAYS LIST PRICE?

"Nobody in his right mind," says FORTUNE magazine. Everybody blames everybody else for the ruination of the appliance and radio-TV industry's price structure, yet almost everybody is a discount house. Here is a challenging inquiry into the industry's biggest headache

Reprinted from and copyright by Fortune, June, 1952; third in a series on Selling in Today's Economy

WITHIN the past year some formidable questions have suddenly appeared about the way in which goods are priced for the American market. The trend with the overtones is price cutting below the manufacturer's suggested retail price, which flourishes everywhere in the midst of unprecedented prosperity. Here are the kinds of questions it raises: Is list price becoming a pious fiction rather than an economic fact in American retailing? Are retailers and consumers abandoning the century-old "one-price policy" that built the great U.S. retail enterprises—all customers in a given store paying the same price for an article—in favor of a bargaining and haggling approach? How much of a spread can be justified between the manufacturer's price and the retailer's selling prices?

The part of the economy now facing these problems in most advanced form is the home-appliance, radio, and TV industry, whose \$8.5-billion retail volume last year made it a close second to automobiles in the field of consumer durables. The industry managed to raise its present problems in jiffy time. Productive capacity had undergone tremendous expansion (still going on—witness G.E.'s giant

new appliance plant now under construction near Louisville, Kentucky) when the post-Korea boom in appliances and TV collapsed. As a result, everyone from manufacturer to retailer is glutted with inventory, there appears to be some financial shakiness among the independent distributors, and many a retail dealer is broke but doesn't yet know it. Most important, however, the industry's price structure lies in ruins.

Here is a quick summary of the retail price picture in ten major U.S. markets:

NEW YORK: Not more than 10 percent, and probably a good deal less, of the radios, TV sets, and home appliances sold in the New York area move at the retail list price suggested by the manufacturers. One prominent New York distributor has given up all hope of maintaining list prices on his lines and is confining his efforts to preventing cut-price newspaper advertising, on the theory that "this at least maintains an outward air of decency."

WASHINGTON: A large distributor, the merchandise manager of a leading department store, and an appliance buyer made independent esti-

mates of the number of radio, TV, and appliance sales being made below suggested retail list—and all three set the figure at 75 to 80 percent. And, unlike New York, Washington crawls with cut-price newspaper advertising.

CHICAGO: Asked how many radio, TV, and appliance sales were going at list price in the Chicago area, the appliance buyer for a prominent State Street department store replied, "Not over 10 percent—and I think I'm being liberal." Added the owner of a large furniture-and-appliance chain, "We get 10 percent of our business at list, and I think that's high for this area."

LOS ANGELES: Buying at a discount is so widespread that one large distributor stated flatly, "Anybody who pays list price today is either naive or misinformed." Furthermore, smaller Southern California communities where price cutting was rare in the past are now getting it from the appliance and TV chains, which immediately locate in any community that shows unusual growth.

DETROIT: At least half the consumer-durable business is below retail

list, and the percentage of business done by the discount-conscious stores is increasing. "If you walk into any appliance, radio, and TV store and offer the guy \$5 more than he's got in an article, including his salesman's commission," remarked one dealer, "you've bought yourself something before he'll let you walk out. The old traditional list price is a joke right now."

ATLANTA: The majority of the radio, TV, and appliance sales are either made at discounts through the wholesaler's back door or move through local "10-percenters"—brokers who will buy anything for a customer for the wholesale price plus 10 percent. The general result, in the words of one large retail dealer, is that "anybody who buys appliances at retail list is either illiterate, has a bad credit rating, or is stupid."

BOSTON: Below-list sales are estimated at from a third to a half of the TV sets, and from half to four-fifths of the appliances. How common a practice discounting has become in the Boston area may be seen from the remark of a suburban appliance buyer (Continued on next page)

WHO PAYS LIST PRICE? (continued)

ance dealer to a prospective refrigerator buyer: "You've been such a gentleman, not even asking for a price cut, that we'll give you \$64 off."

SALT LAKE CITY: Over half the sales are estimated by a local appliance dealer as being below list, though some of these result from excessive trade-ins, giveaways, and other such gimmicks.

TAMPA: One appliance sales manager estimates that between 60 and 70 percent of sales are below list, then adds: "I don't know of a dealer in Tampa who is maintaining suggested retail prices, and I think St. Petersburg is more of a discount town than Tampa. The only fellow who is not getting a discount is the fellow who hasn't found out that he can."

DENVER: Some 80 percent of appliances are discounted, though mainly through excessive trade-ins rather than straight price cutting.

The hard fact is that discounting, whether through straight price cuts, swollen trade-ins, giveaways, or what not, is now general throughout the TV, radio, and heavy-appliance field, and it applies to the products of practically all manufacturers. Crosley, Admiral, Philco, and Norge are frequently discounted brands, while the biggest recent Los Angeles promotion was 1,000-odd G-E refrigerators listing at \$299 that were procured from a distributor's distressed stock by a local furniture chain and offered at retail for \$149.95. As for giveaways to pull the customers in, a Westinghouse distributor in the Southwest remarked, "Everyone will do it if the need arises. After the big summer selling season, when business slacks off a bit, we may include a premium ourselves. We've done it in the past and will do it in the future; we just don't happen to be doing it right now."

Discounting in some form is to be found in all types of retail distributing outlets. One of the hottest trade topics of the 1930's was the emergence of the big-city "discount house," which built its business by offering standard branded items at a percentage discount under list price. Today, with Sears frequently offering free food with the purchase of a home freezer, and many department stores giving trade-in allowances on old items far exceeding their true value, the very term "discount house" begins to lose its meaning: almost everybody is a discount house.

Now everybody in the appliance and TV industry, from the manufacturers who wink at it to the retailers who engage in it, professes to deplore this emerging pattern. Therefore different groups in the industry have brought forward three fallacious responses. First is the Moral Approach, common among purists who try to sell only at full list price, in which one groans at

the alleged robbing of the poor consumer by a few wicked price cutters ("thieves in the night," one leading department-store executive called them). Second is the Belittling Approach, which may be found at all levels: sure there is discounting, goes the refrain, but that's nothing new; besides, it isn't much of a problem outside of a few cutthroat metropolitan centers. And finally the Scapegoat Approach, which points the finger at someone else—dealers and distributors blaming the volume-hungry manufacturers who wink at price cutting, manufacturers blaming the swollen number of dealers, and everybody blaming the bargain-hungry public.

A major appeal of the Moral Approach stems from the fact that it always has a good story to tell. For example, one Detroit radio advertiser ran a "mystery melody" contest in which the mystery melody was "Begin the Beguine." A listener who identified it as "The Star-Spangled Banner" received a letter saying "Congratulations! You have correctly named our musical mystery and are one of the lucky winners. Enclosed find check for \$100 which is good on the purchase of any TV set, range, or refrigerator at—." A purchaser with such a check would first be worked over for "switch selling" to some off brand with a long markup; if he insisted on a standard brand he would get a liberal dose of "outboard pricing"—charging for delivery, installation, and other items normally in the purchase price.

But it is dead wrong to imply, as all such stories do, that price cutting is merely a technique by which a handful of sharp operators diddle large numbers of U.S. consumers. While any precise measure of the extent of discounting in the appliance, radio, and TV field is of course impossible, one might guess from the ten-city summary above that it affects about half the sales in this field. And half the appliance, radio, and TV buyers are not getting rooked. On the contrary, they are buying the same merchandise, with the same performance, and the same guarantees, as their less frugal friends. Indeed, it could be argued that they are buying more carefully and therefore better. The real difference is that they are paying less.

As for the Belittling Approach, it is true that appliance discounting was fairly widespread in the Thirties; but it is still more widespread today—in a period of general prosperity and peak national income. Moreover, the smaller cities and towns seem to be following, with only some time lag, the lead of the large cities. For example, about half the major appliance sales in Greenboro, North Carolina, are below list ("it would be even higher if the customers pushed it," added a local department-store manager); Sioux Falls, South Dakota, reports some 70 percent of appliances

discounted; and a Columbus, Ohio, store executive estimated that half the refrigerators and over half the TV sets were going below list, despite "a good deal of horizontal understanding" among local merchants in support of list prices.

Indeed, there are times when the small-town merchant, who is in direct competition with the city dealer on big-ticket merchandise, will take the lead in discounting. Said a hardware dealer in a small town some distance from Dallas, "If a man comes into my store and wants to buy a Frigidaire, I'll get the deal because I'll cut the price. It muddies up the water for the regular dealers, but I don't care, because I'm in hardware; and if I can make twenty bucks on the deal that means just twenty bucks less hardware I've got to sell."

The Scapegoat Approach is misleading because the facts cited are not put in correct perspective. Certainly the manufacturers are hungry for volume: "Every manufacturer has an idea of what his slice of the appliance business should be," remarked one of the largest Chicago distributors, "and they add up to a couple of hundred percent." But even if the manufacturers cut production (and layoffs in the industry are being reported with increasing frequency), their unused capacity will keep the pressure on. There may indeed be too many dealers—at the present abysmal level of selling effort; but the bankruptcy of large numbers of them will not restore the dealers' fraternity to the golden age of 1946-50. Certainly the public is bargain-hungry; does anything on the horizon seem likely to make it less so? The deep flaw in the Scapegoat Approach is that it offers no prospect of anything but a continuation and worsening of the present price chaos.

Industry Enchained

In such a price-conscious market, the dealer who can do the most "wheeling and dealing" is the one who commands the most volume—i.e., the specialty appliance chain, whose growth in the larger metropolitan markets is exerting extreme pressure on the small dealer. The bargaining power of the chain lies in the manufacturer's need for volume, which leads him to make inordinate volume discounts in the hope of getting the king-sized order.

For example, one well-known washing machine with a suggested retail list price of \$299.50 sells wholesale in the East at \$192.47 to the small dealer who can buy only one at a time, and at \$167.74 to the appliance chain that can buy in carload lots. Now this \$25 price differential would not be critical if retail list prices were being maintained; but in the markets where discounts may bring the actual retail selling price down to around \$225, the big dealer will have almost double the margin of his small competitor.

But the open, admitted volume discount is merely the beginning of the wheeling and dealing the volume buyer can do. Many a manufacturer

will give him so-called "A.D." (associate distributor) status and ship his merchandise direct from the factory at factory price, with perhaps a small override for the local distributor. And he has the ability to make large purchases from dealers and distributors who are overstocked. In these circumstances a large TV and appliance chain like Vim (forty-five stores, all of them in the New York area) considers the carload price a joke; most of Vim's incessant promotions are distress merchandise that was bought at or below the distributor's cost.

Another advantage of the chain is in advertising, which it often manages to get free and sometimes at a profit. A hungry manufacturer will frequently agree to throw in a chunk of cooperative advertising with a large order, and provide 75 to 90 percent of the advertising cost. The chain will pay the newspaper and bill the manufacturer at the highest local rate, then collect rebates from the newspaper based on its overall advertising image for the year. Thus the chain's actual cost usually ranges from nominal to nil, and sometimes the rebate results in a cash bonus for having run an advertising campaign. The growth of the appliance and TV specialty chain in the New York area—where the six largest have increased their total units from 46 to 133 since the war—has not only hurt the small neighborhood dealer but is even beginning to press the large and well-established discount house, like New York's Masters. As for the little discount house, "The little fellow, if he depends on discounts today, just can't compete," said the proprietor of one. "If I didn't have a separate export business, I'd be sunk." The fundamental element in the strength and growth of the chains is their ability to demand and get concessions, especially in today's disorganized market; and, in the words of a trade paper, "with each concession, with each increase in volume, the chain is able to sell at lower prices. The cut-price situation in the market gets worse." Unless the small dealer learns new selling techniques, he may soon justify the ominous prophecy of a New York distributor that "the little dealer is dead if the manufacturers don't change their pricing policies."

Prices for Everybody

By far the most profound change that has occurred in the present chaotic hard-goods market is the undermining of the traditional one-price policy of American retailing. The appliance, radio, and TV business at the retail level is becoming more and more a bargaining business, in which different customers pay different prices for the same article in the same store, depending upon their bargaining ability. A Salt Lake City dealer summed it up neatly thus: "We have a slogan 'No walkouts.' We make a deal and we stick to it, but we are apt to make different deals with different people."

There is a rather unusual line of demarcation between the types of re-

tail outlets that will bargain with the customer and those that will not. The department stores, usually confining themselves to a little gentlemanly negotiation about the size of the trade-in, will generally insist on full list price for new items. The big discount house in the larger metropolitan center, though it sells at a sharp discount off list, will also generally not bargain: whatever the discounted price is, every customer pays it until it is changed. The haggling is most common with the small dealer and his bitterest enemy, the appliance and TV specialty chain.

Some of the chains have worked out a careful bargaining routine calculated to give the least possible concession to the customer and still make the sale. Unless the item is a special promotion that has been officially price-chopped, the first price quoted is full list. If the customer shows no sign of buying at this price, or cites a lower price that he has already been quoted by some other dealer, the salesman is authorized to go down to a certain level. If this proves insufficient, even when accompanied by all the blandishments of salesmanship, the customer is handed to a "T.O." (turn-over) man, usually an assistant manager or manager, who is authorized to go still lower. If the customer still shows signs of wanting to shop around, just as he leaves he is given the "burn-up price"—a price so low that he is not likely to find it undercut elsewhere. Then, when he returns, the store first tries some switch selling, but should that fail, a little "outboard pricing"—charging for delivery, warranty, installation, etc.—can keep the burn-up price from being a money-loser. The calculation is that the customer will be too embarrassed to walk out a second time.

When bargaining has become such a common practice, does it still make sense for a manufacturer to suggest a retail list price for an article? The answer, for the appliance, TV, and radio industry at least, is probably yes, for a variety of reasons. The very existence of price cutting in this field depends first of all upon the firm establishment of the brand name—the customer realizing that a given model made by a given manufacturer will be the same whether bought at full list price or at a discount. Therefore the customer shows little compunction about seeking out the lowest price that can be had. The situation is quite different in a non-standardized field like furniture: as one buyer in a middle-western department store observed, "If we are charging \$59 for a furniture item, and I don't care what it is, the store down the street will have a hell of a time convincing the customer that the item it's offering at \$39 is really the same."

In Defense of List Price

But the very uniformity that makes the customer willing to seek out a discount is likewise the strongest argument in favor of a uniform list price. If the article is the same everywhere,

then—with small adjustments for freight differentials, special services, etc.—it ought to sell anywhere at the same price. And in the long run the discount tends to leave the customer dissatisfied rather than otherwise; for he can never overcome the fear that he may have been a sucker, that some other more enterprising buyer managed to get a 20 percent discount on a washing machine instead of 15 percent, or persuaded the dealer to throw in installation and service warranty on a television set at no extra charge.

It is interesting that two recent entries in the TV field do not dispense with a list price but emphasize it—and reinforce it with a distribution setup whose margins are so lean that there is no room for discounts, deals, or gimmicks. Muntz TV has a direct home-selling operation in a number of major cities, its lowest-priced product being a twenty-inch set for \$139.95 (though there is also about \$23 in outboard pricing for delivery, installation, and federal tax). Muntz crews, headquartered in some warehouse location, dig up their prospects by extensive radio-and-newspaper advertising, which offers home demonstrations, free trials, etc. Muntz figures the total markup between factory selling price and cost to the consumer at about 20 percent.

A second is Scott Radio, which is just getting under way with a twenty-inch TV job at base price of \$99.50—though again the unavoidable extras bring the actual price up to about \$120. Initial distribution will be direct to company-owned stores, which will serve later as distribution points for independent dealers who will carry the same item at the same retail selling price. The size of the total markup is expected to vary with circumstances, but will probably not exceed 20 percent and in certain instances may be as low as 10.

No such operation has yet appeared in the appliance field. However, the way seems open for someone who could offer a "stripped-model" refrigerator at, say, \$125, or a wringer-type washer at perhaps \$75. Anyone who did could, in the opinion of one of the shrewdest and most successful appliance manufacturers, "sell a potful of them."

Are list prices too high? Answering the question requires first of all an understanding of how list prices are set by the manufacturer, who is their originator and custodian, and of what list prices are supposed to accomplish. The setting of a list price is a somewhat jumbled process. The manufacturer first works out a tentative design for a product and rough idea of what the design will cost to manufacture. Then he switches to the other end of the scale and examines the products and prices of his competitors. Then, TAKING IT FOR GRANTED THAT HE MUST ALLOW THE SAME DISTRIBUTOR AND DEALER MARKUPS AS HIS COMPETITORS, he works out the final prices of a line by small adjustments in his product design, production

EDITOR'S NOTE

Only on rare occasions has ELECTRICAL MERCHANDISING reprinted articles from other magazines. The accompanying story, which appeared in the June issue of "Fortune", is presented because we believe it outlines clearly one of the major problems confronting the appliance and radio trades today.

We have commented on this tragic price and discount racket editorially, but we think it is fittingly ironic that our particular industry was singled out of the entire consumer goods field for analysis as a horrible example of what price demoralization can lead to.

We believe the time has come to stop passing the buck on this issue. Manufacturers, distributors and dealers have all been guilty of contributing to the present state of affairs. The public has taken us at our own face value and looks upon list prices as mere signposts to know where bargaining may begin. To quote from the article, "Anybody who buys appliances at retail list is either illiterate, has a bad credit rating, or is stupid".

But if the business is to revert in the main to discount houses, "transshippers", borax dealers, cut price chains, factory, office and union purchasing groups, phony builders and a lunatic fringe of peddlers out after a fast buck, let's not kid ourselves that we were not given ample warning.

processes and costs, manufacturing margins, promotion plans, etc. Everything, in short, is subject to adjustment except the distributor and dealer margins.

These margins are sacrosanct, less because they cover the overhead costs of distribution than because of what the manufacturer hopes to get in return—namely, some real selling effort on the part of the distributor and particularly the dealer. Has he been getting it? He has not. Instead, the strong trend has been for the distributor and dealer to give away part of that margin through price cuts. Almost all of the price cutting and discounting that characterize the appliance, radio, and TV field has been accomplished by reducing the spread between the manufacturer's selling price and the retail list and the greater part of the spread is made up of the dealer's margin.

The fact is that the dealer's margin IS too great to be justified by the kind of "selling" effort that characterized the first five years after the war. "The dealers have been living in a fairy story," said the head of one large eastern specialty chain, "and now they're cringing because the customers aren't coming in any more and pleading, 'Please sell me a TV set.'" But today's margins are not too high for the kind of specialty selling that involves going out and digging up the customers instead of expecting them to come and break the door down.

Earning the Markup

Such specialty selling is generally home selling; though it is usually done on leads, it may even be cold door-to-door; it uses advertising less to pre-sell customers than to help the salesmen locate prospects; and it involves the most assiduous and skillful use of

personal contacts to make one sale lead to another.

Dealers who put the necessary effort into home selling can generally avoid the cutthroat game of "how cheap can I sell it," in which the advantage weighs heavily on the side of the man with the buying power. Los Angeles swarms with small but successful home-selling operations; the largest appliance dealer in Atlanta, most of whose business is gathered at list price from the efforts of twelve outside salesmen, swears that "door-to-door is the only way to live"; and the technique seems to work even in that roughest of price markets, New York City. For example, New York's Sunset Appliance Stores, Inc., a vigorous little chain of six stores headquartered in the borough of Queens, gets about half of its annual volume of over \$4 million from thirty outside salesmen; and nearly all its outside business is at list price, against less than half its walk-in trade. Moreover, home selling is quite feasible for the average small neighborhood dealer, provided that he gets out and gives his area the kind of intelligent, persistent effort that this type of selling demands.

One interesting aspect of specialty selling is that it seems to fit both ends of the saturation scale. Such low-saturation appliances as dishwashers, room air conditioners, home freezers, clothes dryers, garbage disposers, and basement dehumidifiers need today the same kind of home demonstration, free trial, and direct, personal selling that the first electric refrigerators and washing machines required in the late Twenties. But—and this is generally overlooked in appliance-industry discussions of saturation percentages—specialty selling also has enormous promise in such high-saturation items (Continued on page 92)

We Laid It on the Line...

EDITORIAL

Out in the Open



IS the independent retail appliance-radio-TV dealer on the way out?

Only a few years ago this would have been a shocking question. They constituted a group which, more than any other, had been responsible for introducing major appliances into millions of homes, earned for those products an acceptance that has made them household necessities, stood back of them when service or replacement was needed, and pioneered the subsequent acceptance of newer devices as they came on the market. They were substantial citizens who enjoyed real recognition in their communities. Their specialty sales skills were the envy of every industry selling to the home.

They enjoyed exclusive franchises on individual manufacturers' products. They were given adequate profit margins to enable them to advertise and promote those products, pay salesmen, finance installment sales and deliver, install and service the appliances they sold. They responded by pushing the sale of cleaners, washers, ranges, refrigerators, radio sets and a host of small appliances into the millions of units annually. They are on the threshold of repeating with newer items such as freezers, dishwashers, food waste units, room air conditioners, clothes dryers and television sets.

Yet today dealers find themselves damned, harassed and bedevilled by the very industry they helped to build. Their margins have been cut at a time when their costs of doing business have been steadily rising; their franchises due to reckless opening up of all types of fringe outlets in their own backyards, have become meaningless; they are held up to constant ridicule for lack of the very sales skills for which they were famous; and they are collectively accused of being responsible for most of the indiscriminate price-cutting that has made a near-joke of standard list prices in the industry. It is a sorry picture. Many of them have thrown in the sponge and many more tell us that they feel that it is only a matter of time before they will be forced to quit.

It is difficult to put one's finger on any single reason for this serious decline in the fortunes of the independent dealers. Far-reaching changes have taken place in the whole distribution picture since the last war. There has been a vast expansion in productive capacity; new products have been introduced; there are more "full line" manufacturers and fewer independents; mail order chains have multiplied and expanded their own retail outlets; specialty appliance chains have sprung up in metropolitan markets; department stores have pushed branches into the suburbs; discount houses have flourished and the

factory branch is gradually replacing the independent distributor. Perhaps this evolution to the concept of bigness has resulted in lower distribution costs. Perhaps the neighborhood dealer who, strangely enough has been selling about 65 percent of all the appliances, and servicing them, too, is an anachronism and slated to go. Perhaps we will come to factory-operated retail stores, in which case, of course, there would be little economic justification for the existence of distributors, either.

We doubt that all these things will happen. Dealers have been through crises before and have responded with resourcefulness and initiative. The last war period is a case in point. But they are faced with a tough one these days—cynical competition from some of their own manufacturers and distributors. It's been going on for some time, but on a smaller hush-hush scale. Now it's out in the open, and, with the pressure to move merchandise at any cost, the dealer is being given a wholesale bypassing. Sure, they are handy to have around so that prospects can weigh the merits of competing products before rushing around to their nearest distributor friend, discount house, contractor-builder, plant purchasing agent, office "employee" sales room, or others handy with preferential discounts. They are also handy when it comes to repairing an appliance when it conks out. Anything but selling.

These are harsh words. But we think the time has come to stop paying lip-service to the ideal of a strong, integrated, responsible dealer body when the fact of the matter is that many manufacturers and distributors don't seem to give a damn who sells their products as long as they get sold. They are not getting hurt; they are getting their price. What is price-cutting but an attempt on the part of desperate dealers to meet the incessant rash of phony discounts, of "backdoor" deals, of competition from fringe operators who never should have been allowed in the business in the first place, of guys with their offices in their hats and of "builders" who built one house and can qualify for discounts at less-than-dealer cost?

Let's face it. Many manufacturer and distributor policies have actually done more to foster price-cutting and, as a by-product, poor selling effort at the retail level, than any other single cause. And all the pleas for more creative selling on the part of dealers and their salesmen will continue to go unheeded if the dealer, faced with competition from his own suppliers, is not permitted to make an honest dollar selling their products.

The dealer has been given a run-around—and he's getting mighty tired.

Lawrence Way

EDITOR

... And The Industry Responds

The "harsh words" of ELECTRICAL MERCHANDISING's May editorial about cynical competition by suppliers and April's piece on TV margins bring unanimous response from readers—who express their sentiments in the following letters

Too Much Production

I was very much interested in the editorial in the May issue. I congratulate you on it!

I imagine you are going to catch some "hell" from some manufacturers, but unfortunately, the things you say are true. Of course, we could make some criticisms about the dealers, but it has been my experience that if all the major manufacturers will run their own businesses properly, protecting the interests of everybody, then our industries wouldn't get into serious trouble.

My personal opinion is that all our troubles stem from over-production and too much inventory, which is the "root of all evil." There is no satisfaction in saying, "I told you so," but if you will look back over the speeches I made when I first came with the company, I think you will concur with me that what is happening today is exactly what I predicted, and suggested that we not do.

Just to refresh your memory, I said, first, for the dealers not to buy over a 30-day inventory, based on their own sales. Second, I pointed out that the margins were entirely too small, based on the increased costs of doing business. They have been cut further since then. Third, I said, reduce the number of dealers and quit selling promiscuously to everybody. Fourth, I asked the dealers to become better business managers. And, at a great expense, we developed a simplified accounting system and have kept a staff of business managers in the field to work with dealers.

Our "chicks are now home to roost," and we have a clean-up job to do that is colossal. Whether or not manufacturers will measure up to it, remains to be seen. We have all been guilty—recriminations will do no good.

Let's stop the bad practices and work constructively together! The dealers, distributors and factories can, and should make real contributions to get the job done.

I hope you will keep pointing out the errors that all of us make.

Kindest regards,

W. A. BLEES, Vice President
Crosley Division-Sales
Cincinnati 25, Ohio

In Large Type

Your editorial "Out in the Open" is really a swell one! I think you ought to repeat it every month for the next . . . and blow it up in large type so that no one gets a chance to miss it.

I would like to see you make a mailing to every manufacturer in the business, with the notation on each copy, "This Means You!" . . . and I would be willing to pay for it.

I also would be willing to bet my last dollar that if you sent out several hundred of them you won't get a rebuke from more than one or two!

SAMUEL FINGRUD
Everybody's Supply Co.
Philadelphia 7, Pa.

The Troubles

We agree with your editorial completely, and I might add that I think the independent appliance dealer is the bulwark of the entire appliance industry. He is the one that has fostered and developed all new products; he is the only one that can foster and develop them in the future. Without him there would not be the big washing machine and refrigeration industries as we know them today. I think the troubles in this industry at present are caused by the following:

1. Over-production by the manufacturers. They should not build up inventories but should build as they sell, and keep their production more or less current with distribution.
2. The large and excessive number of dealers that have been put in by the manufacturers and distributors since the war. Many of these dealers will fold up of their own accord but distributors should likewise reduce their dealer organization so that the dealer has sufficient room to swing around.
3. Larger discounts must be given to the distributor and to the dealer. No distributor can operate on 12 percent, and no dealer can operate and prosper on 28 percent. The distributor and the dealer should have a chance to make the same proverbial five to ten percent that

the manufacturer has enjoyed for the past seven years.

Surely, I realize there is price competition but a lot of this can be laid right back at the hands of the manufacturer and distributor who have put so many dealers in business that it has forced this on the dealer.

I am very happy to say that we at our end, in the past seven years, have channelled our distribution in the main through the same outlets that we had before the war, and I think if every distributor would do this it would prove a better picture in the entire industry.

T. J. PETERS
State Distributing Company
Grand Rapids, Mich.

The Plain Truth

Your editorial "Out in the Open" is well captioned. It is time someone whose opinions are respected by all segments of the industry spoke out the plain truth about what has been going on.

It is easy to blame the sorry plight in which the appliance dealer finds himself on the bad practices of the dealers themselves. But—the dealer isn't responsible for over-franchising, fringe franchising, back-door selling, direct sales to industry groups at less than dealer cost—and other practices that have destroyed the dealer's confidence in his suppliers.

The dealer, in his struggle for sur-

vival, has been guilty of running his business according to the law of the jungle, suspicious, vengeful. His best protective device is being neglected—cooperation.

You have stated the whole problem so much better than I. A solution—the responsible dealers of the country, those who like the business and hope to stay in, should join their fellow dealers in the establishment of a strong national body and cooperate with each other at the local level to the end that evils you have so glaringly painted will become a thing of the past.

By its courageous stand ELECTRICAL MERCHANDISING has earned the right to the continued confidence and respect of all appliance dealers everywhere.

D. E. URNER
Urner's
Bakersfield, Calif.

Big Help

I have just learned of the editorial that you have written on the subject of TV margins published in the April issue of your ELECTRICAL MERCHANDISING.

I do want you to know very much I as an appliance and television dealer do appreciate the splendid way you are working for and with we appliance dealers and also our National Appliance and Radio Dealers Association in

(Continued on next page)

NARDA Commends ELECTRICAL MERCHANDISING'S Stand

BE IT RESOLVED that this Executive Committee, designated by the Board of Directors as an official body to act as a representative of the entire membership of the National Appliance and Radio-TV Dealers Association, go on record as commanding and endorsing the action of Laurence Wray, Editor of ELECTRICAL MERCHANDISING, in publishing the editorials appearing in the issues of that magazine for the months of April and May 1952, in which Mr. Wray has demonstrated a sensitivity to some of the principal difficulties encountered by retailers in this industry today, and, for his courage in publishing this material and the clarity and forthrightness with which he expresses the cause of distress, he has earned and won the gratitude of NARDA's membership.

WE LAID IT ON THE LINE (continued)

Chicago. I do hope that others in your field will take up what you have done as it certainly is going to be a tremendous help to us all.

HAROLD L. FRANKEL, President
Frankel's Appliances, Inc.
Huntington, W. Va.

We Are Indebted

We have had the opportunity of reading your editorial on TV margins which appeared in the April issue.

It is an excellent expression of an important problem in our industry and once again we are indebted to you for the marvelous manner in which you call to the attention of our electrical industry not only its problems, but its opportunities.

R. J. SAMSON, Executive Manager
The Electric Association of
Kansas City,
Kansas City 8, Mo.

So Right

Just an informal note of appreciation for your stand in "Out in the Open" on page 214 of your magazine of ELECTRICAL MERCHANDISING.

As one manufacturer's representative said to me yesterday, "and unfortunately he's so right".

KEN STUCKY
Stucky Bros., Inc.
Ft. Wayne 2, Indiana

A Dealers' Union?

There isn't any doubt but what this deals exactly with the situation as it exists today. But no one seems to have the answer as to what to do about it.

We have been in this business since 1912 and know that the mortality rate of appliance dealers is as high as any in the industry. Yet, without us, it has been proved, they cannot go on. We have had some sorry experiences along these lines. We recall when — came out with their automatic washer. It was given to us by their distributor on an absolutely exclusive basis. We pioneered it with its troubles and stood by the ones we sold to our customers. As soon as the product was established and trouble-free they gave it to a tire chain who also are in our home town of 12,000 persons. This has happened time after time with various companies in our experience. We never could understand why electrical dealers didn't have a strong association. The American Banker's Association; American Hotel Association; The Medical Society, etc. all have strong positions in their various fields and protect each other. If we dealers would formulate a society along these same lines and tell these manufacturers and distributors that we want certain rights and privileges, and

make it stick, our industry would come down from the high mortality to the low mortality rate.

The only solution, would be a meeting of representatives from the retailers and the manufacturers who would set up a planned rule, the same as the unions and the rest of the industry. First of all, we dealers would have to have a representative strength great enough to make it tough on the manufacturers and distributors who would not go along. We feel that you, as the voice and organ of the industry are doing your very best to bring about a happy solution to the situation.

HAROLD WEIDNER
Knecht-Feeney Electric Store
Mount Vernon, Ohio

We Need Fair Trade

May I extend my hand in compliment of your editorial "Out in the Open" which is truly replete with accuracy and deserves the utmost careful consideration by all distributors and manufacturers. Your editorial is so accurate there remains little to add except to hope that reprints have been sent to all manufacturers and distributors, as well as the dealers.

We could go further and ask, what has happened to that "Help the Small Business Man" attitude of our government? It seems they have added materially to discourage specialty selling by their refusal to countenance any form of "Fair Trade" pricing. "Price Fixing" for exorbitant profits is to be abhorred by all; but a "Fair Trade" law is urgently essential if manufacturers hope to retain some semblance of dealer outlets for their specialty merchandise.

Again, I congratulate you on your impressive editorial; may the spark you have kindled spread to other publications so they, too, can champion this cause.

W.M. J. KUSS
Kuss Bros., Inc.
Hackensack, N. J.

Curbstoners

I was very happy to read your editorial in the current issue of ELECTRICAL MERCHANDISING entitled "TV Margins". It is indeed gratifying to find recognition of the TV dealer's problems.

As is known, our costs of doing business amounts to 30%, and we have minimized TV sales as a result of the short discount.

This matter is serious in another way—it allows the curbstone with little business or service ability to set up in business and do a larger than normal share of the TV business, and of course doing the fade-out when times are tough. Thus they leave the responsibility of service, etc. to the older and more established dealers who must

attempt to correct the slip-shod work done by the fringe dealer.

National recognition of the margin problem, may eventually convince the manufacturers that there are other people in the TV business and that they are entitled to a fair margin also.

HOWARD J. HALL, Hall's
Dixon, Ill.

is vital to the existence of present stores.

In our surveillance here, the cost of operations in our local stores, due to insurance of the necessary expenditure items is 27.5%. You can see why it is very hard for us to compete on the present profit margin.

HARRY E. WARD
Long Beach Radio
Technicians Assn.
Long Beach 4, Calif.

Needed: Group Effort

I have received the copy of your editorial appearing in the April issue of ELECTRICAL MERCHANDISING and I have noted very carefully its contents.

I am in accord with the subject and could go into great deal of discussion on the matter but do not have the time to do so. However, a concerted effort should be made to get TV margins at the place they belong.

As a Director of the National Appliance and Radio-TV Dealers Association, I wish to express my appreciation for your article.

F. H. RUTH, President
The Cope Electric Company,
16 S. Arch Ave.
Alliance, Ohio

Powerful Assist

Your May editorial is a masterpiece. This is the most powerful "assist" the appliance retailers have received in the history of our industry. If the reaction of the retailers is similar to the sampling I made in Miami it will be nothing less than sensational. A group of the oldest and best retailers have endorsed copies and sent them to all executives—stating that you had expressed their sentiments exactly. My personal reaction is that your editorial scored a perfect 100. If you are going to have reprints available, I would like to purchase one hundred.

C. M. DAVIDSON
Davidson and Company, Inc.
Miami 35, Fla.

Forceful

I compliment you on your forceful editorial "Out in the Open" appearing in the May issue of ELECTRICAL MERCHANDISING.

I happen to be President of the Lackawanna County Appliance and Radio Dealers' Association and will see that it is brought to the attention of all appliance dealers in the area.

On behalf of our local Association and legitimate appliance dealers everywhere, I extend our thanks.

W. C. CARTER
Carter's, Inc.
Scranton 3, Pa.

You Are So Right

I have read with considerable interest your May editorial "Out in the Open" and you are so right. Early in February of this year my company reviewed all the problems which you so fully covered in your editorial and made the decision to liquidate the business while it was still financially sound. Franchises which several years ago had a real value are being passed around today and while good competition never hurt any thriving company, the type of competition today does not allow a good outside selling organization backed by an adequate service department to realize sufficient gross profit to compete with the discount house. The entire retail appliance operation has definitely changed and so far as I am concerned the change has been for the worse.

As I wind up the affairs of the company here let me urge you to keep pounding away on this subject so that the dealer who wants to do a good clean merchandising job can survive.

B. A. SEIPLE
Jersey Central Appliance Co.
Asbury Park, N. J.

A Ten-Strike

Your editorial "Out in the Open" is certainly a ten strike. There is no exaggeration in the entire editorial. Flint has many violations typical of your citations.

I admire your courage.

FORREST W. BOSWELL, Pres.
Boswell-Maytag Co.
Flint, Mich.

Spread the Word

I don't often write letters these days but your editorial in the May issue of ELECTRICAL MERCHANDISING prompts me to tell you how much such articles are needed today. In fact, I am taking the time to write to four of our distributors urging them to read it, if they have not done so.

Thank you.

R. W. DELAMATER
LeRoy Delamater & Son
Hudson, N. Y.

Hard to Compete

Your article in ELECTRICAL MERCHANDISING is timely and to the point. I just hope you can get it into some publication that is read more by the manufacturers, as it is something that

May Do Some Good

I am in receipt of a copy of the editorial written by you for the May (Continued on page 168)



BROMBERG SERVICE warranty is designed to cover almost any problem the television buyer may face. The warranty covers a 90-day period, costs the buyer \$19.95.

A WORRIED gentleman walked into an appliance store, wrinkled his brow and said: "Look—I want to buy a television set, but I understand you just can't get any decent service on it. Now, I've had service troubles on my radio set and I don't want to go through the same thing on television. So what can I expect in the way of television service?"

This is not an unusual or isolated case. The one bugaboo which has faced television buyers since the medium became popular is the problem of adequate service. It still haunts many a potential customer for a TV set as well as many a dealer who sells them.

Bromberg & Co., of Birmingham, Ala., has done something about licking the problem. Bromberg intends to provide the customer with as full a guarantee as it is possible to give, both on sets which carry a service warranty and on those which do not.

Customers Don't Take a Licking

"We feel that television users have a right to expect the best service on their sets just as radio customers do," says John L. Bumpus, manager of the appliance department in the big specialty store. "With that thought in mind, we have originated our own guarantee to the buyer to see that he gets it."

The guarantee which Bromberg provides is furnished to the television buyer in the form of a "service warranty" for which he pays a flat sum of \$19.95. As soon as possible after the set is purchased and the warranty contracted for, Bromberg sends out the document to the buyer. The warranty is printed on attractive green



SERVICE IS STRESSED in all Bromberg television advertising. John L. Bumpus (right), head of the appliance department, confers with an ad department artist on a TV ad.

safety paper and bears the name of the buyer, the model bought and its serial number. It enumerates six points of service which the company guarantees to all TV set buyers. These points are:

1. Upon delivery of a new set, where a 90-day service warranty is purchased, no charge will be made for parts or service on any failure reported within such period.
2. Upon delivery of a new set where

no service warranty has been purchased, no charge for service or parts is made on any failure reported within five days. Regular charge is made for service, including shop labor, after the five day period, but no charge is made for parts.

3. After the regular factory parts warranty, all parts and tubes sold to the buyer in making a repair carry the standard 90-day factory parts warranty as to quality and workmanship, ex-

cluding breakage or damage by the owner. Exchange on a no charge basis is made should the repaired parts fail during the 90-day period.

4. Should a return call be required within 30 days of the original repair due to failure of parts replaced by Bromberg in that repair, no charge is made for service or shop labor. After the 30 days, regular labor rates are charged.

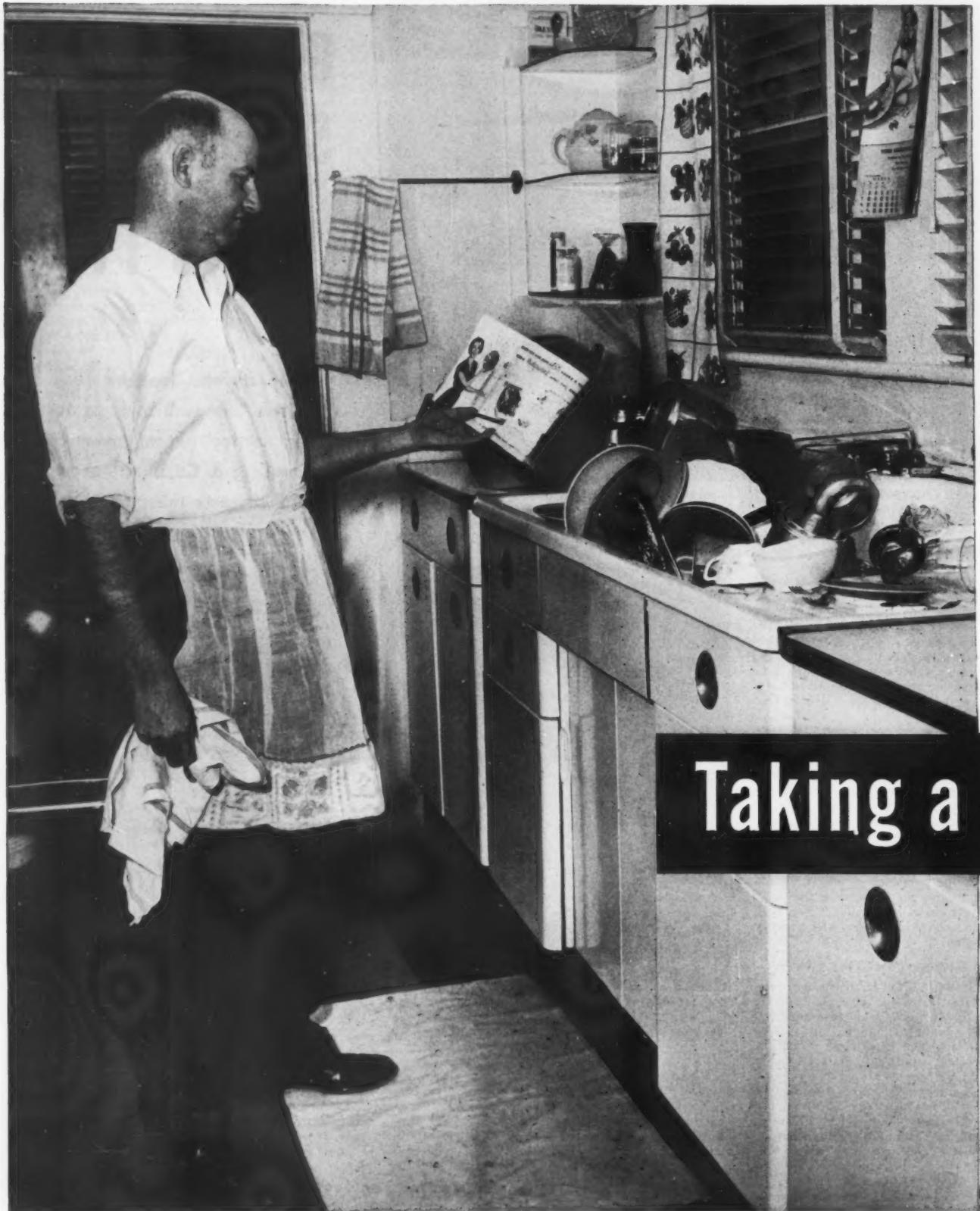
(Continued on page 172)

GUARANTEED SERVICE Sells TV

Prospects who don't believe there's "any such thing as decent service" get an answer at **Bromberg & Co., Birmingham, that converts them to buyers**



A FRIENDLY LETTER is sent by the company to all buyers of new sets, suggesting routine checks in case no picture comes through. These have cut service calls considerably.



Taking a

SURE-FIRE PROSPECT for a dishwasher is the man who has to do the dishes. Alternately glowering at the sink and gazing wistfully at some Walter Nelson sales

literature, the head of this Jackson, Miss., household is ready for the first salesman who comes along.



FOLLOWING UP the mail circular, a Nelson salesman is the first to call, finds a receptive audience as he talks about the scarcity and high cost of help.



NELSON'S STORE gets "additional prospects with window display of dishwasher, offer of a free potted plant to anyone who comes in to register name."

A shortage of domestic help and high labor costs help Walter Nelson of Jackson, Miss., convince buyers that their best bet in saving work and time is a helper—other than Pop—that costs less than a dime a day

By A. B. WINDHAM

Load off POP

THE head of the house glowers at the dishes. There's a sink full of them and they show traces of catsup, mustard, gravy, salad dressing and syrup, to say nothing of large globs of grease.

He'd like to forget the whole thing, throw 'em in the garbage can, or by some miraculous trick, just make 'em disappear. But no—they've got to be washed. The little woman has her hands full getting the kids to bed and it's squarely up to Papa to do his stuff.

"We ought'a have a maid," he muses, and remembers the little woman has scotched that idea more than once. In the first place, you have to pay a maid at least \$20 a week and in the second place, you can't get

a maid. Papa is stuck and he knows it.

And these are the major factors which Walter Nelson of Jackson, Miss., uses to sell dishwashers—high labor costs and scarcity of domestic help. Nelson is a veteran appliance dealer who has watched the development of the dishwasher and its swift acceptance into the American household.

For Hire—10 Cents a Day

"So many women say that if they could be relieved of the task of washing dishes, they could get along fine with the rest of the housework," says Nelson. "But in today's employment market, where can you get a cook or maid who will work cheaply



"LESS THAN 10 CENTS a day for all your dishwashing," is strong appeal to prospects after a discussion of the high costs of domestic help.

enough to make it feasible for the average household to afford one? I like to point out to my customers that they can get the best help in the world to take over the dishwashing job for less than ten cents a day. That's a pretty strong appeal to a harried housewife or her harassed husband—and it sells plenty of dishwashers."

Time Saving Is Stressed

A third method by which Nelson representatives sign up new dishwasher customers is the time element and the "no fuss—no muss" angle. They emphasize that the dishwasher's action is both swift and clean, eliminates such womanly bugaboos as "dishpan hands" and really frees the housewife

from a lot of drudgery which keeps her confined to the kitchen.

"We like to show a housewife where she can go from the dining room into the living room in exactly ten minutes," says the Jackson dealer, "and best of all, she can do it without putting on an apron or even taking off her party dress. That of course, means a lot to the working woman, especially. The storage compartment on the Hotpoint dishwasher also is a selling factor. When only one or two dishes are soiled, they can be tucked away out of sight and out of mind until there are enough of them for a dishwashing load."

Nelson proudly asserts that the in-
(Continued on page 100)



SEVERAL REASONS why Henry Felker (left) sold 861 home freezers last year are included in this wall display. He sells frozen foods, but not a food plan;

he takes pictures of freezer owners; he displays testimonial letters, he emphasizes the quantity of food consumed by the average family.

FOOD PLANS Are Not The Only Answer

Henry Felker sells frozen foods in his Milwaukee store, but gives them only part of the credit for his incredible 1951 record of 861 freezer sales.

ALL over the nation dealers are grasping enthusiastically at plans for selling frozen food to customers at or near cost and letting the savings pay for the freezer.

But one retailer, Henry H. Felker, president of the Henry Colder Co., 1825 W. Fond du Lac Ave., Milwau-

kee, who has done an outstanding job on freezer sales and who has sold frozen foods for a number of years, does not think that any of these plans offer the best way to sell freezers.

Last year his store, which does 80 percent of its business on home freezers, sold 861 units, or 7.1 percent of the total number moved in Wisconsin cities of over 25,000.

Furthermore, Felker maintains a wholesale food department in his own store, and sells approximately 20 per-

cent of his customers food at discount.

"For a number of years after the start of our business in 1942, we serviced and sold grocery stores with freezer cabinets," he said. "I think we know the grocery business pretty well, and I take off my hat to today's super markets operated by the chains. They are about the last word in efficiency. The spread on frozen food is around 15 percent on the average. In the face of super market competition I do not think it is profitable for

an appliance dealer to open a frozen food department and by selling at wholesale to the user, save enough money for him to pay for his home freezer."

Felker carries the Libby line and saves his customers about 15 percent on their bills. The store makes nothing on the deal, just does it as an accommodation. Trade comes in because Libby has a quality reputation for frozen foods. Yet daily there are examples in the super markets whereby

EDITOR'S NOTE: Since this article was written, Felker (Henry Colder) has run some food-freezer plan advertisements explaining that it is only an attempt to get leads by capitalizing on the publicity attending such plans and that the basic concept of the firm has in no way been altered.



FROZEN FOODS are carried and sold to customers at a 15 percent discount, but Felker points out that supermarket specials are often cheaper.



OWNING A FREEZER is keeping up with the Joneses, implies a sales record which greets customers as they enter the Felker store.



WRAPPING MATERIALS don't help sell freezers, says Felker, but they keep owners coming back and these owners give him the names of new prospects.



RELIEF FROM THE PRESSURE of meal-making, declares Felker, is what the freezer offers—it saves shopping, speeds and simplifies preparation of meals.

a home freezer owner can buy frozen products much more cheaply than he can get them from the Henry Colder Company.

"Today's home freezers are going to families who enjoy good living," says Felker. "You may reply that all families enjoy good living. This is not correct. There are families whose members hang around the country club, families whose members eat out all the time, and plenty of families which do not give much thought to what they eat. I picture our prospect as a plump housewife with youngsters who like to sit around the table and who enjoy the best food their pocketbooks can afford. These are naturals for a home freezer. Today, with about seven percent of the families in Milwaukee owning freezers, we are in an era in which we can use the user."

Billboard Displays Indoors

Henry Felker, who shrewdly located his business near the big Sears-Roebuck store, has big posters around the store lettered in such huge proportions that a grandma can read them without her glasses.

One of the things that strikes the eye is his frankness in revealing his own sales record. A display placard says this to you as you go in the door:

31,500 units sold in Wisconsin in 1951.

Retail value, \$11,340,000.

40% (12,600 units) were sold in cities of over 25,000 population. Henry Colder sold 861 units in 1951, or 7.1% of the 12,600.

Of these:

14.08% were 7 to 8.9 cu. ft. size
30.58% were 11 to 12.9 cu. ft. size
29.18% were 13 to 16.9 cu. ft. sizes.

If Felker, C. J. Kennedy, or Charles Hummer get the prospect by the elbow they proceed to show the prospective customer pictures of users, and Mrs. Housewife finds they are just about like herself. The store has a Polaroid-Land camera and takes shots of every installation with the customer looking her happiest.

The store has books of users broken up geographically, and the prospective customer can run her eye over a list of names that looks like a society column. Henry Colder sells up to 50 miles out of Milwaukee, and has an impressive list of past customers.

The prospect gets the story on how she can buy frozen food and save about 15 percent from the store. She is shown the emergency locker service whereby if her own freezer gets more stuff than it can accommodate, or if

her old man brings home a deer or the like, she can tuck it away temporarily down at the store.

Naturally, the store doesn't make the sale on the first blush, but it gets the housewife away from the idea of buying a used unit. She learns that she can buy any one of 11 makes of freezers on a 30, 60 or 90-day basis.

The follow-up on the prospect is handled by C. J. Kennedy, a veteran vacuum cleaner salesman. Naturally he doesn't call up a few weeks later and say, "Lady, you were in here a couple of weeks ago looking at a freezer. How about it?"

The follow-up consists in having special bargains, such as "scratched" models, the approach of one of the natural seasons for purchasing, a tip on a good buy, or a follow-up at the home for a husband contact.

Husbands Buy to Save

The Henry Colder Company does not push any plan purporting to tell the prospect that the family can pay for their freezer out of savings on frozen foods. As Henry Felker puts it, if they can't do it, it leaves a sour taste in the family's mouth, and the store wants to be able to go back and sell other appliances in the future. The deal has to be strictly as repre-

sented all the way through or it hurts future business.

However, it has been found that while wives are tipped over by situations that relieve the pressure on their housekeeping duties, husbands are sold by money saving advantages. There are three of them:

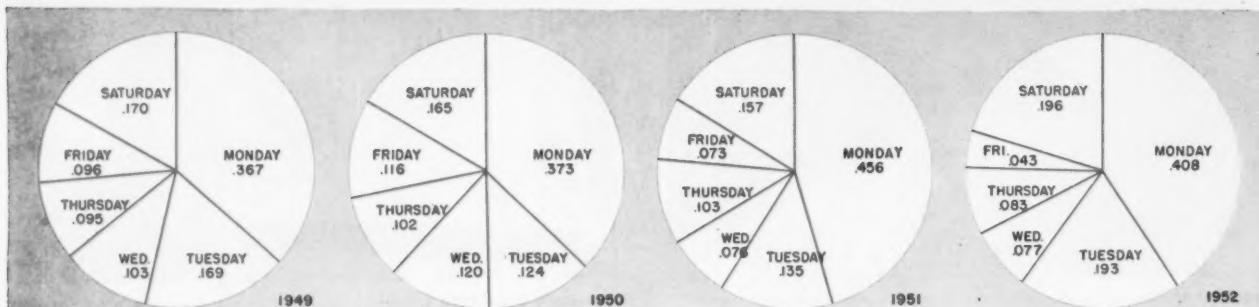
1. The super markets frequently have openings, get into price wars with each other, or have special promotions in which frozen foods or other items often can be bought below wholesale cost. Anyone with a home freezer can take advantage of these gluts on the market and fill up his freezer at a great saving. This, Felker thinks, is the real way to save money on groceries.

2. Virtually every family in Milwaukee has roots out in the country somewhere. One man came in and wanted a home freezer and said he was getting some beef at 40¢ a pound.

3. "How can you get it at 40¢ a pound," asked Felker, "when the going price of beef around here is between 60¢ and 70¢ in wholesale lots?"

"Oh," replied the prospective customer, "I have a cousin who lives out in the country and I go out and help him butcher."

(Continued on page 94)

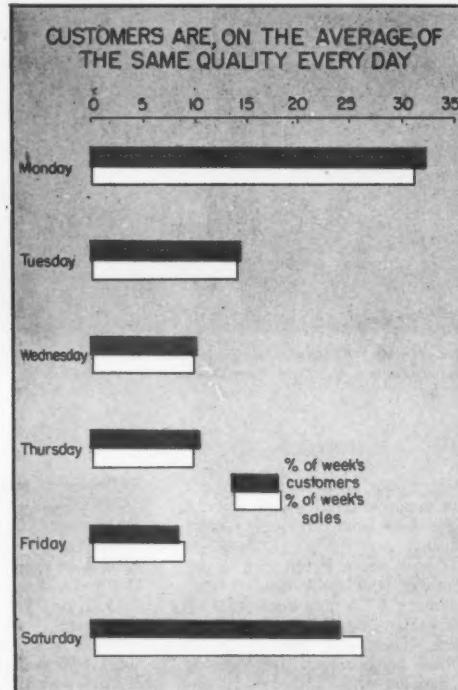
CHART 1**ONE DEALER'S EXPERIENCE ON THE BEST DAYS FOR WASHER SALES**

(BASED ON CONSUMER ACTIVITY)

When Do Washers Sell Best?

One dealer who wanted to know made his own long-term studies and discovered that:

- Over twice as many washers are sold on Monday than any other day of the week
- August is the best month for washer sales
- A Thursday prospect is just as likely to buy as one who comes in on Monday
- A good Saturday usually indicates that sales on the following Monday will also be high

**CHART 4**

THE above conclusions represent some of the results of a long-term study of traffic and washer buying habits made by one retailer who maintains that they have played an important role in making him the biggest washing machine outlet in his area and who believes that "a scientific approach to the retail merchandising of electrical appliances is possible."

He uses the information to time his advertising and sales promotion activities, to plan routines and personnel requirements for delivery, warehousing and sales, and to check on the efficiency of his sales staff. Other dealers, he says, can do the same—but by making their own

studies. Since he does not want his competitors in his own marketing area to reap the benefit of several years of his labor simply by watching his activities, he prefers to remain anonymous.

Research on when and why people buy washers was aimed at discovering the best time to spend promotional money. During the periods of tests and re-tests, spaced out over several years, all advertising was stabilized so that no one day or group of days would be influenced more than another.

Results were tabulated in terms of customer activity rather than in sales, so as to eliminate the effects of high and low periods of sales efficiency.

This customer activity, which bears a close correlation to actual sales, is far greater on Mondays than on any other day of the week. Chart I shows that during 1949, 36.7 percent of weekly consumer activity took place on Mondays. Saturday was the second best day with 17 percent, followed by Tuesday, Wednesday, Friday and Thursday, in that order. The pattern was similar in 1950, but in 1951, which was anything but a normal year, Mondays got an even higher proportion of the week's traffic. The high percentage of business done on Saturday during the first three months of 1952 is explained, says the dealer, by the fact that the inclement weather typical of these

months encourages consumers to use their Saturdays for other than recreational activities.

The fact that people buy more washers on Monday than on other days is more easily established than the reasons why. However, the researching dealer believes that the following factors are major influences:

1. Husband-and-wife consultation is easiest on Sunday when both are home.

2. Sunday newspapers and the advertising within them get thorough reading.

3. Since most women still wash on Monday, this is the day when they are most washer conscious and when washers are most likely to break down.

CHART 2

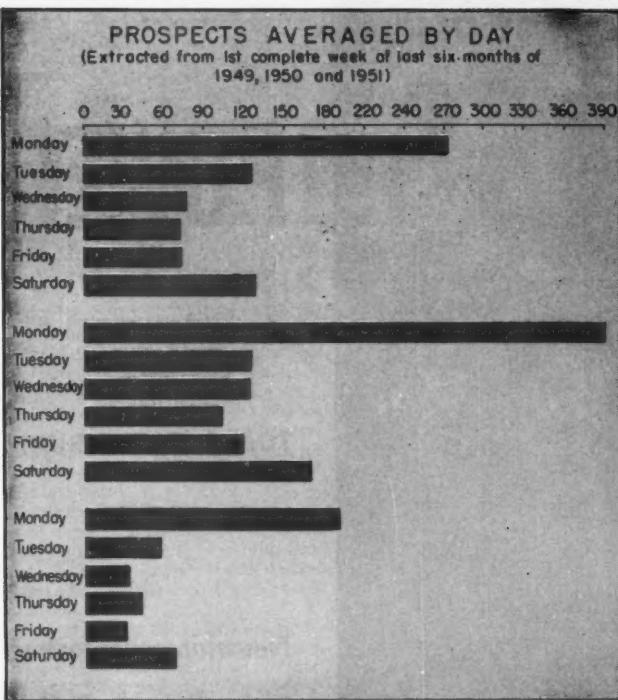
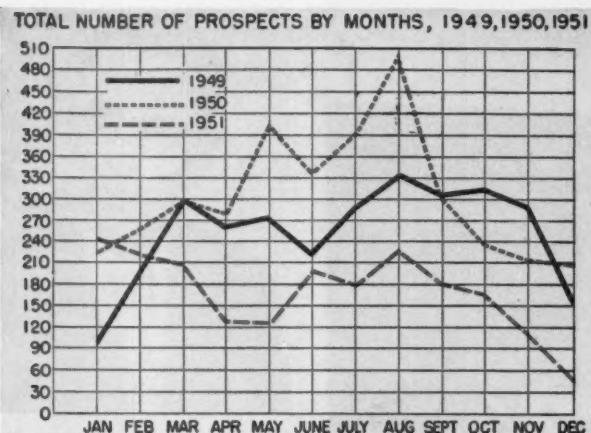


CHART 5

4. Monday follows closely enough on payday so that there is still enough money left from wages to make at least a deposit.

Good Mondays Follow Good Saturdays

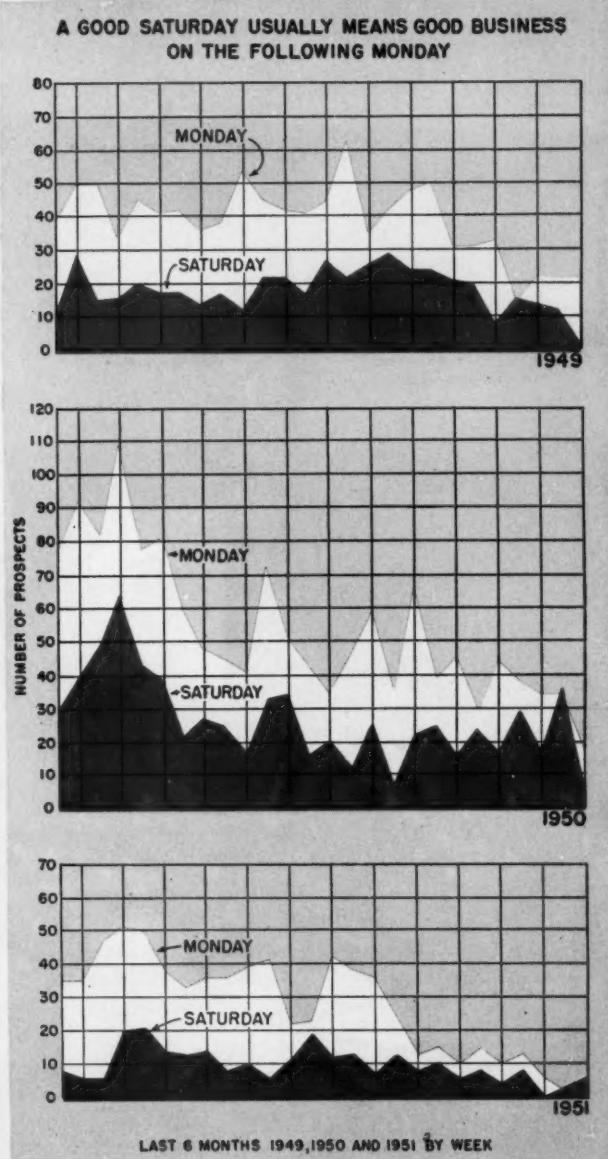
As shown in the graphs on Chart III, a busy Saturday is usually followed by a busy Monday. During the three years, 1949-1951, the lines run closely parallel. December, it is claimed, is always an erratic month, and sales planning, therefore, should be conservative. Other variations in the graphs are attributable to the weather, the news, and other psychological factors.

The graphs of consumer activity by months portrayed in Chart II show

some variance, reflecting general market conditions and other factors, but they parallel each other closely enough to indicate that August tends to be the best sales month for washers. The first of these, 1949, is probably the most typical, says the author of the study. However, he adds that 1950 varies seriously from the norm only in that the August peak is inordinately high (probably as a result of the Korean outbreak) and that the fall decline occurs in October instead of the usual November. The last graph, 1951, shows the decline which commenced in March and ran against the pattern through May, thereafter resuming a more normal appearance.

During the first complete week

CHART 3



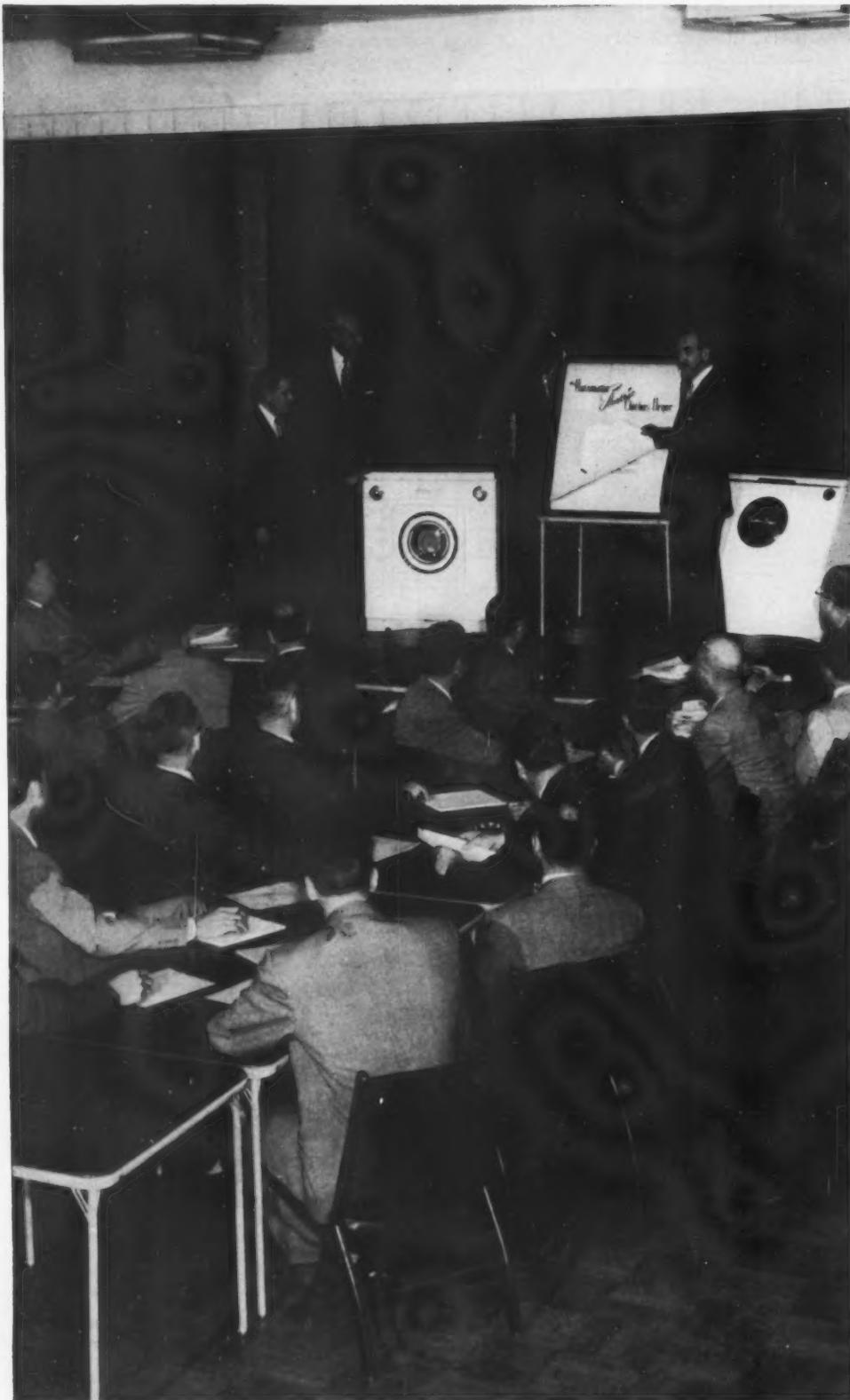
(one without holidays) of each six-month period, this dealer keeps a record of the number of prospects who enter his store each day. Such records, as shown for three weeks on Chart V, are used to keep track of any departure from normal. If, for example, it became evident that a higher proportion of prospects were coming in on Tuesdays, advertising and promotional effort could be changed to suit the trend.

What Percent Buy?

Prospects are, on the average, of the same quality, no matter what day they enter the store, according to the survey. Chart IV shows, for example, that if 15 percent of the week's prospects

come into the store on Tuesday, approximately the same percentage of the week's business will be written on that day. This information, says the author of the study, is particularly valuable in checking on the efficiency of salesmen. If salesmen claim that middle-of-the-week prospects are not as likely to buy as Saturday visitors, a glance at the chart will prove otherwise, he maintains.

The specific conclusions reached by this study may not be applicable to all markets or all operations, its originator warns, and dealers can best find how the principles operate in their areas by "keeping accurate and continuing statistics and then charting them to form a clear picture." End



EDISON SALES STAFF was briefed on 17-point dryer campaign by Paul Baumblatt, supervisor of appliance merchandising, E. J. Hurley, promotion supervisor, and E. O. George, manager of sales.

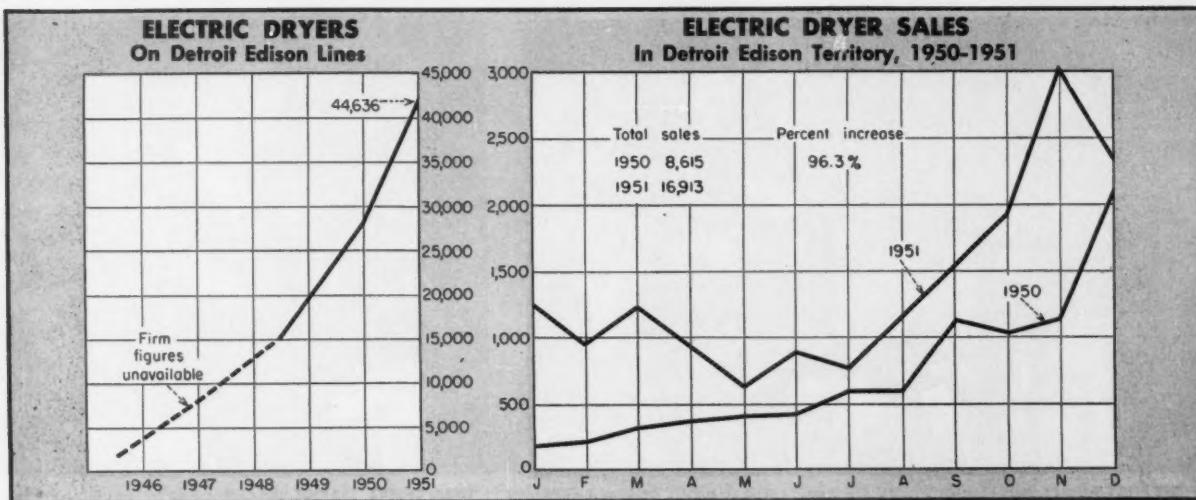


E. O. GEORGE, Detroit Edison's manager of sales, was driving force behind the utility's unusually successful campaign.

POWER

By
TOM F. BLACKBURN

Free wiring, even for free trials, offered by Detroit Edison helps dealers jump sales 96 percent to 16,913 units in a year



DRIVE for CLOTHES DRYERS

FREQUENTLY missing from the postwar appliance picture is utility activity for the entire appliance community which yields orders for a high number of units.

An exception is Detroit Edison Co.'s 1951 promotion of electric clothes dryers—a program which recently won a top Edison Electric Institute award.

Aside from a simple merchandising angle (and an effort to be of help to appliance dealers), the utility had to find satisfactory answers to two questions before embarking on the project:

1. Would the addition of sizable numbers of dryers build total connected residential load without greatly increasing peak demand? In an expanding economy, this is invariably a major factor with electric service companies. After surveying hourly use of dryers, the company became convinced that its peak load situation would not be aggravated; that adding dryers would, in reality, aid in filling in valleys in residential load.

2. The program, as visualized, would require a major investment—could reasonable returns within a reasonable time be expected? It was felt that a good return on the investment would come. Dryers perform a satisfactory, labor-saving service at reasonable cost while requiring minimum service, no close attention, no expert operating technique. Therefore, dryers purchased would be used, to the benefit of the company's system.

Acting on these assumptions, De-

troit Edison sponsored a campaign that resulted in sales of 16,913 electric clothes dryers in its territory in 1951. While the national increase in dryer sales for the year was 43.4 percent, Detroit Edison saw a territorial increase of 96.3 percent.

Free Wiring Turns the Trick

As related by E. O. George, manager of sales, Detroit Edison, there were 17 ways used to grease the track to make dryer business come more easily. The keystone of the 17-point program, said George, was grants-in-aid on wiring costs.

It is almost axiomatic in the electric utility industry that the successful introduction of electric ranges was due in large part to the promotional wiring offer. In Detroit a study of the number of ranges installed by Detroit Edison in six consecutive years—four when buyers paid for the wiring and two when the utility paid the bill—reveals this:

Electric Ranges Installed	Wiring Paid For By:
1946 5,637	Buyer
1947 8,606	Buyer
1948 9,773	Buyer
1949 6,456	Buyer
1950 28,386	Buyer and company
1951 31,640	Company

* The company began furnishing free range wiring installations on March 20, 1950.

So successful was this promotional policy as a method of sparking range sales that the absorption of wiring costs became a principal factor in the 1951 promotion of clothes dryers.

Fourteen other important points in the program were:

1. Dealer salesmen training.
2. Detroit Edison office window displays.
3. Detroit Edison office floor displays.
4. No charge for electrical parts replacement.
5. Homemaker training in efficient operation.
6. Active promotion of a school plan (Westinghouse).
7. County fair demonstrations.
8. Household appliance show demonstrations.
9. Cooperative outdoor advertising.
10. Independent research aimed at dryer betterment.
11. "Heart kitchen" medical research program.
12. Cooperative training of foreign-born.
13. Free wiring for free trials.
14. Half-price wiring for dealer floor demonstrators.

Message to Dealers

"We will furnish the wiring without charge (of 220-volt electric clothes dryers) for installation in the residences of Detroit Edison customers," announced the utility. "This policy applies to single homes, terrace-type multiple dwellings and apartment buildings of not more than two stories." With this announcement Detroit Edison started plugging the wiring installation deal in their promotion and sales talks.

However, the utility did more than was announced. It was the first utility

ever to wire homes where free trial installations of dryers were made. In case the dryer did not stick, and it was returned, this was the way wiring costs were to be prorated:

Detroit Edison would pay 50 percent
The dealer would pay 25 percent
The manufacturer would pay 25 percent

Thus the dealer could offer to put a dryer in a home for a 10-day demonstration at no cost to the owner.

Bendix found returns to be less than one-half of 1 percent when it advertised this offer. Other cooperating manufacturers were equally happy with this first opportunity to make trial installations of 220-volt units at so little risk.

Demonstrations for Dealers

The company also offered to assume one-half the cost of wiring dealer's floor demonstrators. Under this arrangement 55 additional dealers, for one manufacturer alone, installed working demonstrators which they would not otherwise have had.

For distributor demonstrations, Detroit Edison installed temporary wiring without charge.

The utility also installed the wiring necessary to put operating dryers in five model homes without charge. These were subsequently seen by some 22,000 people interested in modern electric living.

The utility's fluid but liberal practice of making repairs to many electric appliances without charge was ex-
(Continued on page 96)



ONE OF THE FIRST old customers to respond to H. & S. Pogue's offer of a \$100 trade-in allowance for a certain two-year-old television set is shown a console model by A. E. Demick, sales manager, who sold her original set.



INEXPENSIVE SERVICE policy handled by distributors replaces Pogue's own service, is written up at time of sale. Low cost runs \$9.95, \$14.95 and \$19.95 for 30, 60 or 90 day policy.



LETTERS to old customers, offering \$100 trade-in allowance, were signed by salesmen who made original sale.

Their TV Service LOST MONEY . . .

Too few service contracts and too many free service calls ran TV into the red for the H. & S. Pogue Department Store, Cincinnati, but they've found a way to get out of service and still keep customers happy

By FRANK A. MUTH

WHAT can you do when television customers don't buy a service contract and then expect—and get—free adjustment and service calls that make the service department lose a lot of money? And what can you do to pull out of a sales slump?

These were two questions that faced A. E. Demick, sales manager at H. & S. Pogue Department Store, Cincinnati, early this year.

Demick knew that his TV customers were not appreciative of the store's efforts to deliver sets (cost, \$5 each) or of the free service calls (cost, \$5 to \$10) that were given with each sale. "Our customers acted as if these free calls were their right," Demick says, "even though they had purchased no service contracts. I was getting tired of both trying to make customers happy and losing money."

Demick's first decision was to drop the service department, but to offer a service arrangement in its stead at a price that would be low enough so that people who would not buy a regular contract would jump at it. Next step was to find such an arrangement.

At the time the problem came to a head, Pogue's was carrying 15 lines of

television. Demick talked to each of his distributors about three different plans for after-warranty service by the distributor. The plans were: (A) 30 days for \$9.95; (B) 60 days for \$14.95; and (C) 90 days for \$19.95. Then, Demick cut his TV lines down to five: Philco, Crosley, Capehart, Andrea, and RCA. The plans did not apply to RCA.

"RCA told us that they could not permit this policy in Cincinnati as they were bound by the general policy of the company and had to work along with their national program," says Demick. "But we wanted to handle their line, too, so we agreed to keep them and work out another method for handling their sets."

"With the distributors repairing their own sets, we have much less trouble and complaints. It's just like a man who owns a Buick; he is much better off taking his car to a Buick garage," Demick continues. "The plan has been a wonderful saving for us, in addition to creating greater customer satisfaction."

Dropping the service department eliminated about 80 percent of the phone calls the store had been getting. "Running out to someone's house when the set was still in warranty

was a big problem, especially if it was just to twist a knob and tune it a little," Demick illustrates. "Those calls cost us roughly \$5 to \$10."

Adopting the new service arrangement in February was the beginning of helping to solve Demick's other problem—how to bring up sales.

Two years ago, Pogue's sold a table model Philco television set for \$199, and with the popularity of the larger screens now, Demick figured that these people would like to trade in the set and get a new one.

From the stock control file he (Continued on page 173)



BEFORE JUNKING own service department, Demick visited distributors and made arrangements for them to handle all TV service on new plan. Idea was to find plan cheap enough so that TV buyers would no longer balk at contracts.



COMPLETELY EQUIPPED department allows Cafora not only to handle repair work on sets his Radio Center sells, but also to handle outside service calls—a primary source for many of the customers he is getting today.



TWO PERCENT of Cafora's sales goes for advertising, so copy such as that which he examines here with Stan Levine, sales counselor for Dale-Connecticut, appears often in local paper.

... His Keeps Him IN THE BLACK

The Radio Center in Bridgeport, Conn., has spent a lot of money on service calls, but the reputation it has built is bringing a steady stream of new customers to owner Tommy Cafora

By TED WEBER

TOMMY CAFORA has been in the service business for 16 years and it's only in the last five of those 16 years that he has seriously merchandised radio and television sets as well as servicing them.

It's natural, therefore, that Cafora should attribute a good deal of his latter day success in selling to his service background. His service experience and contacts put him in the business, they helped him attain a sizable sales volume during TV's balmier days, and they are largely responsible for his being able to maintain that volume in the face of today's slumping market.

Last year, for example, Cafora's Radio Center in Bridgeport, Conn., equaled its 1950 volume and Cafora feels he will match the 1950 figure this year. He's moving an average of 45 TV sets per month. That's a noteworthy performance in the face of the currently depressed television market and the fact that the Bridgeport area has about a 65 percent saturation on TV.

Much of this business—and specifically, much of the business he is doing today, when many dealers are having trouble moving TV at all—can be traced to the reputation for good serv-

ice which Cafora has built for the Radio Center. Yet, it's a mistake to think of his operation in terms of service alone. For Cafora has combined a sound advertising policy with good merchandising techniques and the three together—service, advertising and merchandising—are carrying Radio Center comfortably through today's hesitant TV market.

Service First

But you can't talk to Cafora long, or be in his store for more than a moment, before you realize that service is the keystone of his operation. A large sign invites customers to "Walk In" to the service department. Every Radio Center ad plugs the theme "We Maintain Our Own Service Department". And Cafora himself constantly refers to his service operation. "You've got to be proud of your service department," he says, "and you've got to let the customer know about it and see it."

More than good workmanship alone has gone into building Radio Center's service reputation in the community. The firm, for example, guarantees sets for 90 days. But often, if a set owner has had no trouble until the fifth or

(Continued on page 167)



PRIDE in his service department and a conviction that the customer was vitally interested in good service led Radio Center's owner, Tommy Cafora (right) to open it to the public and to encourage visits to it.



1 Planning of Toledo Edison's third annual clinic indicates status as a civic function, involves WESCO-men Charles J. Kenny, sales manager Alfred Brown, Edison salesman Orville Bartlett; two Negro welfare committeewomen.



2 Posters displayed in grocery stores and business firms three weeks before the clinic, stories in *Bronze Raven* and *Toledo Blade*, attract attention of Negro housewives.



3 Wesco representatives arrange appliances and props for the clinic. Cooperation between WESCO, Toledo Edison and Negro groups help smooth the way for publicity, physical arrangements, actual demonstrations.



4 Home economists from Westinghouse, WESCO-Toledo and Toledo Edison help Mable E. Evans, food editor of *Our World* magazine and head of nutrition at Tuskegee Institute, prepare food.



5 Visitors register for free prizes donated by the distributor, utility, grocery and other organizations. Registration cards provide the leads that salesman Bartlett follows up.

One Demonstration Gets Leads for a Year

The annual group demonstration run by Toledo Edison and WESCO in cooperation with a Negro civic group gives one salesman enough leads for a year and sells \$60,000 worth of merchandise



6 Actual clinic is run by Miss Evans, assisted by Westinghouse's Nancy Johnson. Interest created by clinics and the 200 to 400 registration cards obtained have helped salesman Bartlett run his sales from \$59,000 to \$68,000 per year. He spends whole year following up on the leads obtained from Miss Evans' clinic.

LEWYT

ONE MODEL! ONE PRICE! ONE POLICY!



ONE MODEL—Lewyt is easier to stock! No large capital tied up in a 'line'! No floor space wasted on slow-sellers—no tie-in deals! And—all of Lewyt's tremendous ad drive concentrated on one model!

ONE PRICE—Lewyt gives you quicker sales! No battery of prices to confuse the customer! And—all of Lewyt's tremendous ad drive concentrated on one price, the greatest dollar-value in the vacuum cleaner industry!

ONE POLICY—Lewyt sells only through dealers! Nobody to take away your sales or eat into your profits! And, all of Lewyt's tremendous ad drive backing you—the dealer! No wonder it's the one vacuum cleaner you can sell in volume today!

DO IT with **LEWYT**
WORLD'S MOST MODERN VACUUM CLEANER

LEWYT CORPORATION, Vacuum Cleaner Division, Dept., M-7, 60 Broadway, Brooklyn 11, N.Y.

ELECTRICAL MERCHANDISING—JULY, 1952

PAGE 73



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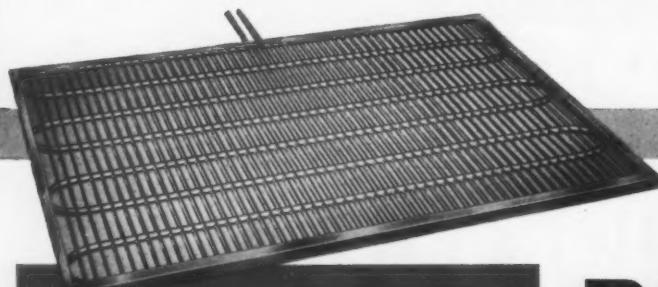
LEWYT CORPORATION, Vacuum Cleaner Division, Dept., M-7, 60 Broadway, Brooklyn 11, N.Y.

ELECTRICAL MERCHANDISING—JULY, 1952

PAGE 73

The Greatest Advance in Food Freezers

since the home freezer itself!



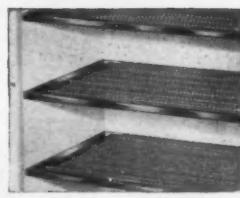
5 NEW MODELS



PAK-A-WAY
HOME FREEZER DIVISION
SCHAFFER, INC.
MINNEAPOLIS

ONLY
PAK-A-WAY
HAS
kolrod shelves*

ON UPRIGHT MODELS



Kolrod Shelves—Exclusive with Pak-A-Way—4 ways better. More efficient heat transfer for fast, economical freezing. Complete circulation for uniform temperature. Greater visibility for ease of selection. Lightening defrosting for convenience and safety.

Never before has one manufacturer presented such a complete line! Never before have so many wanted features been made available! Never before have deluxe models been sold at such truly competitive prices! The sensational new Pak-A-Way line has now brought "home appliance beauty" to the home freezer!

There's a model for every need—for every budget. And there's national advertising to tell about Pak-A-Way in such magazines as House Beautiful, Better Homes & Gardens, Household, House & Garden, Country Gentleman, Sunset, Successful Farming, Electricity on the Farm.

Remember, when you sell Pak-A-Way, you sell the finest.

Models that Sell! Features that Sell! Prices that Sell!

Sparkling beauty that cannot be ignored!

*Patents applied for.



SEWING MACHINE SALESMEN for The Corral, Austin, Texas, still meet with sales manager Holly Baker for an instructional meeting at eight every morning even though in less than a year they built a monthly volume of \$12,000.



DEMONSTRATION by appointment is the Corral sales method. Each salesman spends his days making appointments for evening demonstrations.

Sewing Machines By Appointment

Salesmen for The Corral, Austin, Texas, must make at least two home demonstrations every night—which adds up to two good reasons why their sewing machine sales volume totals \$12,000 a month

WHEN Carl Olson, manager of The Corral, Austin, Texas, mentioned taking on sewing machines several months ago, all those in the know tried to talk him out of the idea.

First, Olson was told that he lacked the location—that, being off the avenue and down in a district long ago forsaken by the carriage trade, he couldn't hope to build any sewing machine volume. Again, he was cautioned that sewing machines—unlike major appliances—appeal to only the few. To sell sewing machines successfully he would have to depend almost entirely on floor traffic for leads. It would cost too much to ferret out the prospects by any other means.

However, all the arguments fell on deaf ears.

"I figured," says Olson, "that if I could do well over \$300,000 a year down here on major appliances, I could sell enough sewing machines to make them profitable. I figured that hard work would offset the disadvantages."

Olson is of the school that believes

only the daily grind will pay off. And each day starts off the daily grind with a sales meeting beginning sharply at 8. These meetings are devoted to reviewing the previous day's sales experiences. Each salesman gives a quick sketch of how he closed sales, of what he got or missed yesterday.

"In every case," says Holly Baker, sales manager of the sewing machine department, "each lost sale can be attributed to a poor lead. So we do no cold canvassing. If we allowed our five salesmen to make cold canvass calls, our sales would drop off fully 50 percent, if not more."

No Time to Waste

The salesmen cannot afford to waste their time with cold canvassing. At the close of the daily morning meetings, Baker gives each salesman three leads to follow up. This constitutes their morning's work. They are in the field by 9, ample time for the prospect to have the children off to school. Salesmen rarely make a sale from these first calls. What they

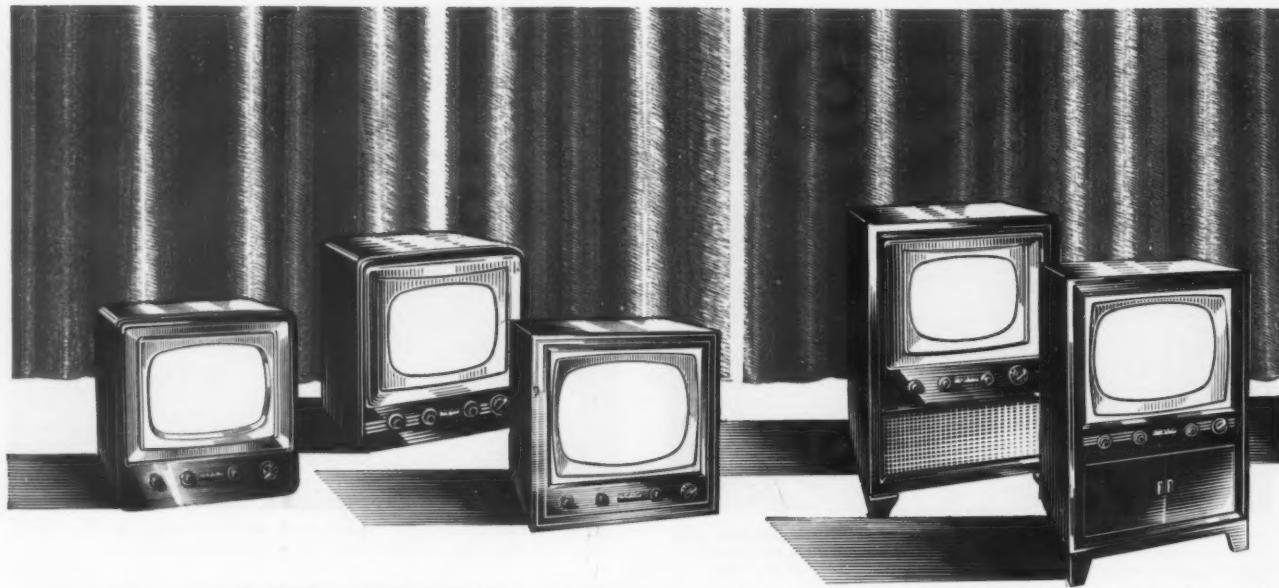
(Continued on page 88)



TRADE-INS are involved in nearly all sewing machine sales. Customers are allowed 60 percent of what the store believes the trade-in can be sold for.



A VITAL PART of the Corral sales plan is the post-sale call-back. It assures customer satisfaction, but, most important, gets new leads.



RCA Victor Hadley (Model 17T201). A budget-priced beauty, but built for years of enjoyment! 17-inch TV with "Magic Monitor"! Consolette base extra. \$219.95

RCA Victor Kentwood (Model 17T202). Stylish 17-inch model brings the ballpark right into the home. Mahogany-grained finish. Consollette base extra. \$229.95

RCA Victor Lambert (Model 21T208). Cabinet finished in mahogany or warm walnut. Stand extra. Also comes as complete ensemble (Model 21T208 EN). \$279.95

RCA Victor Ashton (Model 21T211). "Magic Monitor" and the "Golden Throat" tone system, an unbeatable combination! Cabinet in mahogany or walnut finishes. \$269.95

RCA Victor Brookfield (Model 21T217). Here's "Magic Monitor" television plus "Golden Throat" tone, all in a contemporary cabinet. Mahogany or walnut finishes. \$339.50

Introducing... a complete new line of **RCA Victor television** at lowest prices ever!



RCA Victor Shelley (Model 17T200). Price leader of a great new line. RCA Victor 17-inch television with "Magic Monitor," "Golden Throat" tone system. Cabinet in ebony finish. Matching base extra.

\$199.95

including Federal Excise Tax and full-year warranty on picture tube.

 **RCA VICTOR** Tmks. ® 



RCA Victor Lansford (Model 21T218). BIG-picture television is the BEST television—and this is it! Cabinet in mahogany or walnut finishes. Limed oak extra. \$36950

RCA Victor Albury (Model 17T220). This cabinet is a showpiece in any room setting! Mahogany or walnut finishes. Clear, steady, 17-inch television. \$29950

RCA Victor Lindale (Model 21T227). Here's a luxurious look at 21-inch television. Mahogany or walnut finishes. Also limed oak, slightly extra. \$38950

RCA Victor Brandon (Model 21T228). American Colonial cabinet is graceful, charming, with full-length paneled doors. Finished in mahogany, walnut, or maple. \$39950

RCA Victor Belgrave (Model 21T229). Incomparable picture quality! Full-length doors. In walnut or mahogany. Limed oak finish at slight extra cost. \$39950

Prices shown are suggested list prices, subject to change without notice and to Government Price Ceiling Regulations.

with the exclusive Magic Monitor Acts like an engineer inside your set



"Magic Monitor". . . great new RCA Victor television exclusive . . .

What is it? "Magic Monitor" is an intricate system of electronic circuits which automatically monitors the picture for best quality—just like a television engineer monitors the picture in a studio. It's like having an engineer right inside the set!

What's it do? "Magic Monitor" screens out interference from static, airplanes, autos and electrical appliances. It amplifies weak

signals, holds pictures bright, steady. And it gives perfect synchronization to picture and sound. "Magic Monitor" is built into every new RCA Victor television set!

And here's the great new line-up!

America's most demanded television at the lowest prices in RCA Victor history . . . prices that start at \$199.95—INCLUDING FEDERAL TAX AND FULL-YEAR PICTURE TUBE WARRANTY!

ONLY RCA VICTOR HAS ALL THESE FEATURES

- Phono-jack with front switch
- Two-point "personalized" tone control

This is a complete line—built for smooth, natural sell-up. Easy step-ups for easy sell-ups!

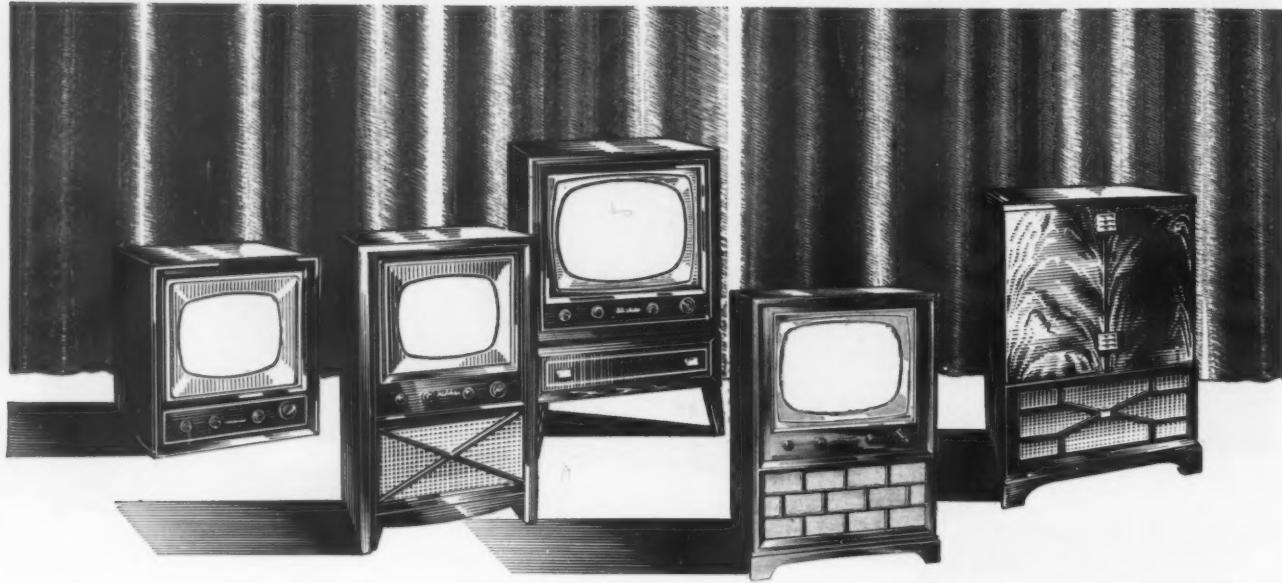
All 17-inch sets less than \$300 . . . all 21-inch sets less than \$400! A set for every purse, every taste.

Just think what you can do with these eleven new sets at these prices! Sell America's most wanted, most owned, most proved television at their lowest prices.

Show it! Shout it! Sell it! See your RCA Victor distributor and start . . . NOW!

- Easily adapted to UHF
- Inter-carrier sound

Every year more people buy RCA VICTOR than any other television



RCA Victor Brett (Model 17T250 DE). Table model, with "Magic Monitor," "Golden Throat" tone system. Finished in mahogany and walnut. (Limed oak extra.) **\$2795**

RCA Victor Ainsworth (Model 17T261 DE). "Magic Monitor" . . . for clear pictures in those tough "fringe" areas. Finished in mahogany and walnut. (Limed oak extra.) **\$33950**

RCA Victor Selfridge (Model 21T159 DE). Every part of this Deluxe set is built for lasting enjoyment. Cabinet finished in walnut, mahogany, or limed oak (extra). **\$35950**

RCA Victor Meredith (Model 21T165 DE). "Magic Monitor" with television's first double-shielded tuner. Cabinet finished in walnut and mahogany, any, limed oak (extra). **\$39950**

RCA Victor Bancroft (Model 21T174 DE). Finest pictures possible, with "Magic Monitor." Has the "Golden Throat" tone system for high fidelity performance. **\$43950**

And for the Ultimate in television reception **RCA Victor**

- Extra tubes, extra circuits, extra components for all-round extra performance.
- Specially engineered for areas with high interference and tough "fringe" reception.
- "Magic Monitor" automatically filters out TV "bumps," static and interference.
- Famed "Golden Throat" tone system for top fidelity sound performance.
- Finest all-round picture quality in television today.
- Specially designed fine cabinetry for the most discriminating tastes.

These sets fill out the top end of the greatest new RCA Victor television line-up in history.

The ultimate in the electronic industry today, they are designed, assembled and finished

with the finest material and craftsmanship available in America.

Every possible precaution and care is taken to insure that *each single set* is the best—from the smallest component to the finished prod-

uct. Display them now—and be proud! Only RCA Victor can give you Television Deluxe. It's the final answer to the customer who says:

"I want the best that money can buy!"



RCA Victor Suffolk (Model 21T176 DE). 21-inch television with RCA Victor's amazing "Magic Monitor."... Colonial-style cabinet. (Limed oak extra.) \$450⁰⁰

RCA Victor Donley (Model 21T177 DE). Clearer 21-inch television with "Magic Monitor." Cabinet finished in walnut, mahogany or limed oak (extra). \$475⁰⁰

RCA Victor Rockingham (Model 21T178 DE). "Magic Monitor" means clearer, steadier pictures. Has 12-inch speaker. Cabinet finished in walnut or mahogany. \$495⁰⁰

RCA Victor Clarendon (Model 21T179 DE). "Fringe area" interference just about gives up when "Magic Monitor" acts. Cabinet finished in mahogany, walnut, maple. \$525⁰⁰

Prices shown are suggested list prices, subject to change without notice and to Government Price Ceiling Regulations.

television Deluxe!

and it's all backed up by one of America's greatest advertising campaigns

Magazines

Sparking your own campaigns are continuous, forceful advertisements in LIFE, POST, and others.

Television

Nationally televised shows hammer home up-to-date sales messages on these two great new television lines.

Billboards

Big, colorful billboards feature the new RCA Victor television lines—all over the country.

Radio

Tailored to pull customers to your store are commercials on RCA Victor-sponsored shows.

Newspapers

One of the greatest campaigns in TV history! Check your RCA Victor distributor for details.

AT YOUR SERVICE—the vast facilities of the RCA Service Company

Point of Sale

Your RCA Victor distributor also has window streamers, counter displays, etc.—to roll up more store sales.

 **RCA VICTOR** 



APPLIANCE DEPARTMENT at W. I. Super Service, benefits from a monthly traffic of 8,000 automobiles stopping for gasoline, but relies heavily on demonstrations to church groups for sales.

Churches Bring Him Traffic

THERE are 8,000 vehicles a week rolling into the W. I. Super Service station for gasoline.

As lean, lank Larry G. Prasuhn cocked an eye at this traffic, he wondered if he could not persuade appliance prospects to likewise come to him. This story is about how he enlisted the aid of Indianapolis churches to do it.

Larry did not feel that it was appropriate for an automobile service man to wipe off his hands and demonstrate an appliance. So, the appliance department was set up with an outside entrance. Robert W. Smay, an old Hoover man, was put in charge, aided by Mrs. Lela Deal. Women thenceforth didn't hesitate to hop out of the cars and patter over to the appliance store to look around while the automobiles were being serviced. A ladies' powder room was put in here, as an extra inducement. Pretty soon the business was rolling along doing about 20 percent of the firm's total volume.

About this time Prasuhn worked out the switch that led to appliance traffic coming to him, just as gas customers did. His solution was found in the struggling churches that

dot the southwest side of Indianapolis. This end of the city is a working-man's area, churches are poor and always in need of money.

Church Pin Money

Robert W. Smay began by finding out the names of the wheelhorses who are always to be discovered in churches. He went to them with a proposition:

"You need money for your church or Sunday School class and we are prepared to pay to your treasury 25¢ per person over 18 years of age if you will bring them to a demonstration at our store on some evening agreed upon. If any of them buy any appliances, we will give a \$10 merchandise certificate to each person doing so and it can be redeemed in cash by any class or the church. In short, while folks buy things for their own homes, they can also raise money painlessly for their church. One condition is, there must be 25 persons present on a certain date and hour. We merely wish to have them see a demonstration of some of the Norge products that we carry."

"It took a lot of running up and down church steps," relates Smay,

"but we've had five churches in and much to our surprise, they have brought along turnouts up to 150 persons."

A friendly undertaker down the street lends the W. I. Superservice chairs. The merchandise is moved into the backroom, and the show goes on for about an hour and a quarter.

The Program

Robert W. Smay stands up and greets the crowd, and introduces Mrs. Fanny Throckmorton, home economist for the Gibson Co., Norge distributor in Indianapolis.

Mrs. Throckmorton starts off by presenting each visitor with a free package of Tide (cost to dealer \$6 a case) and explains to the crowd that she is going to show them how an automatic washer works, and that synthetic detergents are the best kind of cleansing agent to use with them.

A bundle of clothes, borrowed from some member of the church, or dirty overalls from the service station, are run through the washing cycle, and placed in a Hamilton dryer to dry. Meantime, Smay busies himself with a huge restaurant coffee pot and breaks out with some restaurant china

and a flock of doughnuts. The meeting is informal, and at the end Smay explains what he is doing for the church, and asks that anybody interested in more details on an appliance sign up the cards he passes out.

Out of 50 people he says that you can count on 10 suspects and around 5 prospects. Usually a sale or two is made right off the floor, and Smay follows up on the other with time payment plans and heart to heart talks, which lead to future business.

"We have a clincher which appeals greatly to any person with a car. It is this: We give 100 gallons of free gas to a person buying a major appliance. It sounds like a lot of gas, and this deal will bring in sales when everything else fails," says Smay.

W. I. Super Service, Inc., has a budget director in the person of Don Litner, who was suggested by Goodrich Rubber. With both tire sales and automobile accessories on a time basis he also handles time paper credit and collections for the appliance business.

Proof of the pudding is the fact that while most appliance volume at retail has declined in Indianapolis, this firm is ahead of the last year. End



FREE PACKAGES of Tide, coffee and doughnuts help bring big crowds to demonstrations run by home economist.



OWNER Larry G. Prasuhn built up appliance sales at his gas station with demonstrations to church groups.

There's an easier way to close the deal...



emphasize the "DULUX" finish

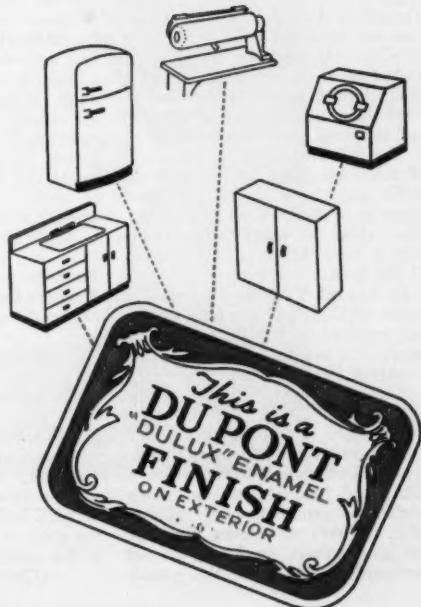
REG. U. S. PAT. OFF.

Why knock yourself out to sell customers who hold out at the last minute? Sure, she likes the appliance, but . . . brother, you've got to get past that last "but"!

The easier way to close the deal is to emphasize the finish on DULUX-finished appliances. Du Pont DULUX is America's leading home-appliance finish.

Effective? Over 25,000,000 refrigerators alone have moved off showroom floors finished with brilliant white, washable, chip-resistant DULUX. And DULUX has helped sell hundreds of thousands of other home appliances, too.

So be sure to feature the finish in your sales talk. It's the easier way to clinch sales!



DULUX enamel

REG. U. S. PAT. OFF.

America's leading home appliance finish

They're Batting In Radio Sales



INSIDE a crowded appliance store in Anniston, Ala., sports caster Bill Ward (right) announces a baseball game from telephoned reports, periodically interjects commercials for Zenith radio and television.

Everybody in Alabama is a baseball fan. So Hart-Greer dealers simply put their favorite announcer in their windows to report on the games. Crowds gather and radio-TV sales double

MORE than 400 eager spectators swarmed around the furniture store in downtown Huntsville, Ala. At 10 minute intervals, they heard an intense young man seated in the display window invite them in to see radio and television sets.

Two nights later, more than 4,000 potential customers thronged the opening of a new appliance shop in Tuscaloosa, Ala., and the main attraction was again the man in the front window. At frequent intervals, he looked up at the spectators, talked to them through his microphone and invited them into the store to see radio and television sets demonstrated.

The following night, an extra shift of police was called out to handle the traffic and the crowd which surged about an appliance shop in Anniston, Ala., while the same smiling young man in the window again was the star of the show.

In two other Alabama cities—Decatur and Gadsden—the same routine was repeated, with the fast talking man in the window addressing similar crowds at local appliance shops.

There's an Angle

Obviously, a first rate promotion was under way. You don't draw crowds like that, even with free shows, prizes and free refreshments, unless you've got something pretty solid to offer. What's more, even if you do get good crowds, good sales do not necessarily follow. But this promo-

tion had a gimmick—an angle which is being operated at the present time and which is paying off for Zenith dealers in Alabama during 1952 as well as it did in the summer of 1951.

Personal Appearances Score

"What we have done," explains John Evins, sales manager for Hart-Greer, Inc., of Birmingham, distributor for Zenith products throughout Alabama and northwest Florida, "is to combine the sure-fire appeal of baseball with the personal appearance of a top-notch sports announcer. The angle, of course, is to let the folks in the smaller towns see exactly how a sports announcer goes about broadcasting the details of a game. And I might add, the stunt is selling plenty of radio and television sets which might not be sold by other methods."

Baseball, around the state of Alabama, is a major drawing card. The Birmingham Barons, champions of the Southern League last year and winners of the play-off with the Texas League, have a state-wide following and the fans are used to tuning in every afternoon to follow the Barons' fortunes.

"In working out our promotion," Evins says, "we were guided by the fact that you can get the ear of your customers any time with a baseball broadcast. What we wanted was something which would tie in well with baseball and give our dealers over the state a chance to make the most of this natural appeal. We took into

(Continued on page 84)



OUTSIDE Howard Gentle's store in Huntsville, Ala., crowds gather to hear another one of Bill Ward's broadcasts of a Birmingham Barons' game. Ward has drawn similar throngs to stores of five Zenith dealers.



TIE-IN PUBLICITY helps keep the promotion alive. Along with awarding Zenith sets to players, cooperating dealers also run heavy advertising.

SOLD

Presto
AUTOMATIC
Deep-Fryer
TRADE MARK

Presto
AUTOMATIC
Cookers

Presto
AUTOMATIC
Vapor-Steam Iron

Exclusive features such as the Jumbo fry basket and many others, make it the profit-plus product for you in '52!

Its many exclusive features make all other steam-or-dry irons obsolete!

The line that leads the field . . . PRESTO COOKERS! Promote them for more sales-and-profits!

THERE ARE MORE THAN 18 Million SATISFIED *Presto* USERS!

CONSUMERS are sold on PRESTO Products . . . they're sold because PRESTO Products have built a reputation for quality . . . careful craftsmanship . . . the finest materials . . . and, more important, consumers know PRESTO Products give years and years of excellent time, money and effort-saving service!

Yes, that's why . . . there are more than 18 million satisfied PRESTO users . . . users that are sold and sell others!

NATIONAL PRESSURE COOKER COMPANY
General Offices and Factory: EAU CLAIRE, WISCONSIN

Branch Factories: Los Angeles, Calif. • Wallaceburg, Ont., Canada

WORLD'S LARGEST MANUFACTURER OF PRESSURE COOKERS AND CANNERS

retails under **\$28⁰⁰**



UL approved. Uses No Winter Solution or Water

bigger **VALUE**
means
bigger **VOLUME**



LIGHT
Only 28^{1/2} lbs.
Size, 23"x7"x19".



BRIGHT
Smartly styled,
finished in
enamel.



RIGHT
Carrying handle
doubles as drying
rack.

CONCO Portable Electric Radiator

- ★ No steam or water. Enclosed heating element.
- ★ Consumes 1320 watts, A.C., D.C. Average operating cost, 2c per hour.
- ★ Delivers 4500 BTU an hour, equal to 18^{1/2} sq. ft. of steam radiation. Begins heating immediately.

Write for details

CONCO ENGINEERING WORKS
Division of H. D. Conkey & Company • Mendota 1, Illinois

SEE US AT THE HOUSEWARES SHOW
BABCOCK & PREUSS BOOTH 625-627

They're Batting in Radio Sales

CONTINUED FROM PAGE 82

consideration the fact that most radio baseball fans in Alabama listened to one state-wide hook-up and, consequently, to one announcer. That announcer is Bill Ward and he is as well known to Alabama listeners as is Mel Allen, Dizzy Dean or Al Helfer to national network listeners.

"That gave us the tie-in we were looking for. Why not, we asked ourselves, give the listeners a chance to see Bill Ward broadcast a game, just as he did from his state network studios in Birmingham and just as they have been listening to him for the past two years? By combining the appeal of baseball and the popularity of Bill Ward, couldn't we pack the dealer's store for him, give him a chance to tell the Zenith story to hundreds of prospects and help him sell radio and television sets as he had never sold them before? We decided to try it."

Promotion Is Launched

The promotion schedule was mapped out for five large cities in various sections of Alabama. Both Ward and Station WSGN, where the statewide hookup originates in Birmingham, agreed to participate in the promotion.

An extensive advertising schedule was worked out and launched in the towns where Ward was slated to appear. The idea was extremely simple. The announcer would be installed in the dealer's window on a certain day or night along with a telegraph man, take the report of the game off the wire and do his stuff for the entertainment of the crowd. Commercials, spotted at proper intervals, plugged Zenith radio and television sets. Although the Baron games are not televised, the impact of the radio broadcast carries over and gives dealers an opportunity to demonstrate TV as well as radio sets.

The retailers are high in their praise of the stunt which brings the announcer in for a personal appearance and broadcast. Dealer Frank Kirby, of the Anniston Electric Co., at Anniston, sums up the dealer's attitude.

"As Ward plugged the sets, he in-

vited the listeners in for free refreshments and an opportunity to see a demonstration," dealer Kirby says. "It was one of the most successful promotions we've ever had staged for us. My sales actually doubled after the broadcast."

It was the same story from dealers in the other four cities, and Hart-Greer, Inc., estimates that the broadcasts actually were directly responsible for almost a 100 percent increase in sales of both radio and television sets.

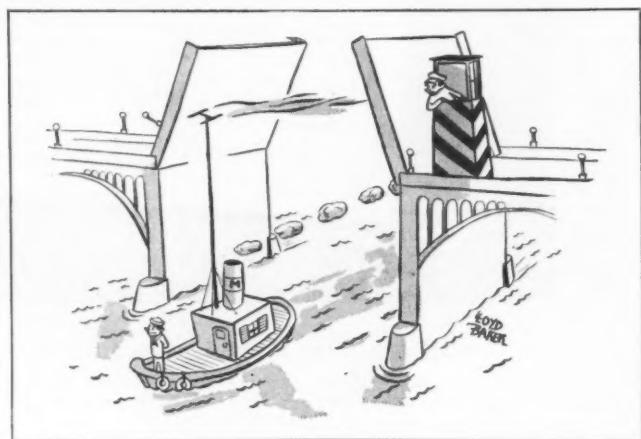
Baseball An Old Standby

The distributing firm has long believed in baseball promotions. Last year it sponsored the Baron broadcast over 22 stations in Alabama and this year two more stations have been added to the setup. Bill Ward again is making his personal appearances in the five cities and packing the prospects in. In Birmingham itself, when the Barons are playing at home, the company stages an occasional "Zenith Day" at which free prizes of table radio sets and small appliances are awarded to lucky attendants at the games. It also has an arrangement by which its dealers in the Magic City award two free tickets to any Barons game with the purchase of a radio or television set.

Naturally, the management of the Barons is glad to participate in these promotions, because of their publicity and attendance drawing power. Radio stations throughout the state which carry the program also are glad to do so because of the heavy demand for the broadcasts and because it is piped in to them without extra charge by WSGN. The cost of sponsoring the broadcast is, of course, fairly expensive for Hart-Greer, Inc., but the return in sales more than justifies it, according to Evans.

"The personal appearance broadcast plan has been so successful," he declares, "that we are considering extending it all over the state next year. We have learned that when the cry of 'Batter up!' sounds, we can expect our dealers to echo with 'Sales up!'"

End



Summer profits can be a breeze!

ALREADY PRE-SOLD

Get a running start by featuring COMPANION-advertised goods. Pick out below the Electrical Products that you carry—then cash in on the COMPANION's No. 1 editorial boost!

Admiral Dual-Temp Refrigerator
Air-Way Sanitizer Vacuum Cleaner
Bendix Automatic Dryers, Washers & Ironers
Cadillac Vacuum Cleaners
Domestic Sewmachines
Filter Queen
Frigidaire
Frigidaire Electric Ranges
General Electric Steam & Dry Iron
General Electric Visualizer Iron
General Electric Washers & Ironers
General Mills Tru-Heat Iron
In-Sink-Erator Electric Food Waste Disposer
Lewyt Vacuum Cleaner
Mirro-matic Electric Percolator
Odor-Master Electric Deodorizer
Osterizer Liquefier & Blender
Presto Automatic Fryer
Sunbeam Mixmaster
Sunbeam Toaster
Universal Stroke-Sav-r Iron
Westclox Electric Clocks
White Sewing Machines



Just tie in with the July COMPANION, "Two Wonderful Weeks"—
a full-length feature on summer vacations — includes portable
radios, packable irons, a new plug-in auto light for travelers
... and, for stay-at-homes, room air conditioners and
electric dehumidifiers. Open a copy of the COMPANION to this feature
— put it in your window or on your counter and watch big
reader traffic turn into big store traffic!

It's timely...it's in...

Woman's Home
COMPANION

The Crowell-Collier Publishing Company — Publishers of Collier's, The American Magazine, Woman's Home Companion

ELECTRICAL MERCHANDISING—JULY, 1952

PAGE 85



WITH THE

GET ON Westinghouse

**4 BIG SPECIALS
FOR YOUR CUSTOMERS!**

**SALE...SALE...SALE!
BIG SUMMER
COOLING SPECIAL!**



Powerful 10" Westinghouse Fan
Regularly \$12⁹⁵
NOW ONLY \$9⁹⁵
HURRY...LIMITED QUANTITY!

BIGGEST VACUUM CLEANER BUY OF THE YEAR!



**ONLY
\$59⁹⁵**

**YOUR
CHOICE**

VERSATILE WESTINGHOUSE
TANK CLEANER, INCLUDING
10-PIECE ATTACHMENT
SET

SAVE ON THIS EASY-IRONING SPECIAL!

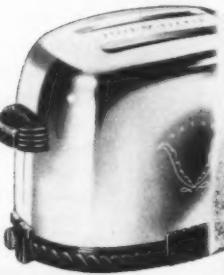
Famous Westinghouse Adjust-O-Matic Iron	\$1175
Wil-Stan Hot Iron Holder	\$198
TOTAL VALUE \$1373	
BOTH FOR ONLY \$1175	

SENSATIONAL OLD TOASTER ROUND-UP!

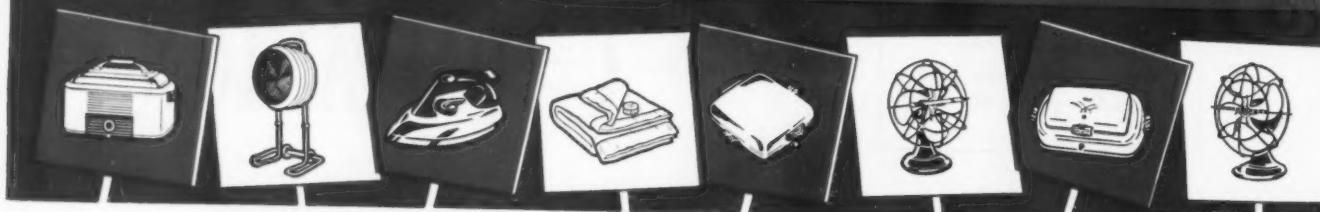
your old toaster is worth \$500
toward the purchase of this beautiful
new Westinghouse Pop-Up

Regular Price **\$24⁶⁵**
Your Old Toaster **\$500**

ONLY \$1965



As advertised on
Westinghouse-sponsored programs of
Political Conventions and Campaigns



THE BAND WAGON

SPECIAL VALUE SALE!

4 Big Chances for Extra Summer Profits!

Mr. Retailer . . . here are four summer specials to build traffic for you . . . it's your opportunity to cleanup in sales! These 4 specials are the very same that millions of TV and Radio fans will see and hear about during the month of July on the Westinghouse-sponsored programs of political conventions and campaigns.

This tremendous Westinghouse Special Value Sale is tailored for YOU . . . to build your store traffic

and to get more dollars into your cash register this summer. Assure yourself of a bigger and better summer business than ever before by tying in NOW! There's a Free Display Package waiting for you with banners, counter cards, window display suggestions, ad mats and colorful handout flyers. It's yours as soon as you 'phone your Westinghouse Distributor and place your initial Band Wagon order.

WESTINGHOUSE ELECTRIC CORPORATION • Electric Appliance Division • Mansfield, Ohio

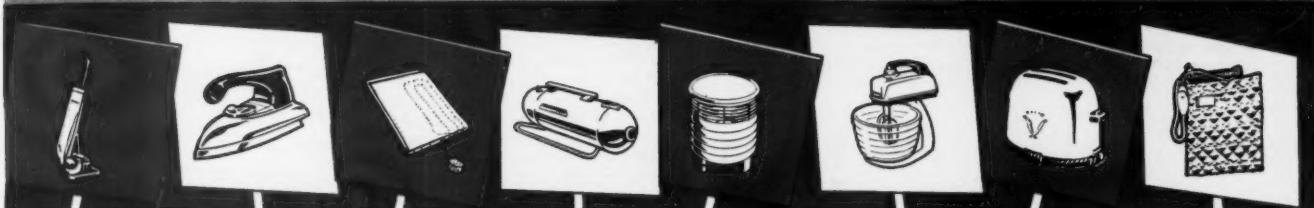
FREE
DISPLAY
PACKAGE



DON'T WAIT!

These are Limited Quantity Specials . . .
Call your Westinghouse Distributor Today!

you CAN BE SURE...IF IT'S
Westinghouse



Sewing Machines by Appointment

CONTINUED FROM PAGE 75



Preferred power on portable fire fighting pumps and floodlight electric plants — the world's most widely used single-cylinder gasoline engines on machines, tools, appliances used by municipalities, industry, construction, railroads, oil fields, and on equipment for farm and home.

The product of more than 32 years of air-cooled power experience — Briggs & Stratton single-cylinder, 4-cycle, air-cooled gasoline engines are preferred for every application demanding the most in dependable performance. Briggs & Stratton Corporation, Milwaukee 1, Wis., U.S.A.

In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

attempt to do is to qualify the lead and book a demonstration for the future. Bookings are made from a week to ten days in advance.

In the afternoon the salesmen make callbacks on users to see if the customer is happy with her purchase and to get a couple of leads. The rest of the afternoon is spent in following up these leads. Unless something unexpected happens, the salesmen quit around four o'clock, but not for the day. They go home for dinner and to freshen up a bit. Now they are just getting ready for their day's work. In all likelihood their first demonstration for the evening will begin at 6 or 6:30. Each salesman must put on two complete demonstrations a night.

But suppose they only have one demonstration booked for, say, Friday night. Or suppose they don't have any?

Salesman Booked by Boss

"We will know that Tuesday morning," says Holly Baker. "I will not depend on that salesman to book that date in. It is too late for him to attempt to book his own dems by that time. He works a week or ten days ahead. So I will fill in that date for him."

Baker gets his leads from store traffic, from contests, from putting on dems before church, civic and social groups, and from newspaper advertising. Some of these leads Baker follows up himself. But he gets enough to keep his five salesmen busy first.

If Tuesday comes and one man has no dems booked for the following Friday night, Baker will have one of the girls in the office get on the phone and go through the file of names until she books two for him.

Keep Them Working

"Some of these leads," said Olson, "are not too hot. But we have to keep our men working. They have got to be made to believe that only hard work produces results. If we were to permit a salesman to skip a night a week, before we knew what had happened that man would be skipping two nights a week. And, in spite of this, he would still be making pretty good money for himself. But in no time at all we'd lose control of our men. They would only work when they felt like it."

Each of the five salesmen has to take three weeks' training under the supervision of the repair man. During this period the men receive a flat \$40 per week. They learn how to tear down machines and reassemble them. They practice this on all machines until they are proficient. The next three weeks are spent in learning how to use a sewing machine. They practice on making all the various stitches. While they are doing this they are also running-in new machines. Each machine must have at least ten spools of thread run through

it before it is used as a demonstrator or sold.

"This is a preventive measure," says Baker. "Sending out machines just as they are uncrated results in needless service calls. Also, no matter how carefully surplus oil has been wiped off, there is always a possibility that some remains. If this stains a customer's material, be assured she will be most unhappy over the incident."

Service Kinks for Owners

But The Corral takes still further precautions to head off service calls. Each salesman, after demonstrating the machine, goes a step further and explains to the customer how she can do her own service work. The women like this. No woman fully appreciates any tool she does not fully understand.

"We sell three machines," says Olson, "including the Free Westinghouse, our own brand, the Continental, and the Necchi."

Practically all sales involve a trade-in and Baker, who makes all the appraisals, says, "I allow the customer 60 percent of what we can retail the trade-in for. That allows us to absorb the selling expense and the cost of reconditioning the trade-in."

Salesmen receive 10 to 12 percent commission. They get 12 percent on credit sales. On cash sales, the customer gets a two percent cash discount.

"Selling sewing machines," Baker concludes, "involves long hours. When we pick a man to train, we make it clear that he will have to work every night except Saturday and Sunday. Is he willing to devote this much time to his job? Many are not. We don't urge them. This is no job for men who do not want to work hard. This, in the strict sense of the word, is no selling job. Glib talk will not sell a sewing machine. It takes a thorough demonstration to sell them. And dems take time."

Who is the logical buyer?

"There is no type, no income bracket by which one can judge," says Olson. "All I can say is that every woman who likes to sew is a prospect. And you find them in all walks of life and within all income brackets." End



Keep Your Summer Sales at Peak Volume by pushing WEBSTER ELECTRIC'S "BIG 3"!

Summer days can be profit days for you this year! Webster Electric's three big lines—TELETALK intercommunication, EKOTAPE recorders and FEATHERIDE crystal cartridges for record-players and phono-combinations—will continue to ride the wave of increasing popular demand all throughout the summer. Get behind these year-round favorites and laugh at the old-fashioned "summer slump" idea.

All three lines live up to Webster Electric's 42-year-old reputation for unsurpassed quality in styling, manufacture and performance. All three are outstanding leaders—and all three are backed by the strongest national consumer advertising program in Webster Electric history.

Pushing Webster Electric's "Big 3" will pay off handsomely this summer—and in the following seasons, too!



WEBSTER ELECTRIC[®] Featheride

Your radio-phonograph service department can be made a more profitable part of your business when you standardize on Featheride Replacement Cartridges. Two models—the WS for 78 RPM machines, and the AX for 3-speed changers and combinations—are all you need for almost every replacement job. No big inventory or replacement chart needed!

WEBSTER ELECTRIC
T
Teletalk

REG. U.S. PAT. OFFICE

Never has Teletalk's leadership in the field of fine-quality intercommunication been so firmly established as today. Its new, modern styling plus recent design improvements have put the new Teletalk in a class by itself. Practically every business and industrial concern in your community is a Teletalk prospect for you. Teletalk is easy to install and service.

WEBSTER ELECTRIC
E
Ekotape

RECODER — REPRODUCER

The improved Ekotape—with its refinements in construction, appearance and operation—needs only a quick demonstration to prove to your customers that it is the tape recorder they have been waiting for. Looks like the precision instrument it is; performs like a thoroughbred. All models are portable—all are priced right for easy, profitable selling.

WEBSTER ELECTRIC

RACINE • WISCONSIN

"Where Quality is a Responsibility and Fair Dealing an Obligation"



WEBSTER ELECTRIC COMPANY, Dept. ENP, Racine, Wisconsin

Tell me how I can increase my 1952 sales and profits with—

Teletalk Intercommunication Systems
 EKOTAPE Recorders
 FEATHERIDE Replacement Cartridges

Name _____
 Firm name _____
 Street address _____
 City _____
 State _____



the Treasure Chest



You can make extra electric blanket sales and increase your turn-over by getting electric blanket lay-away sales started **NOW!** Universal Electric Blanket beauty and value make it a favorite gift item the year 'round . . . but *now* you can offer a special inducement for summer sales.

**Feature This Beautiful
Blanket Storage Chest
to Step Up Sales!**

It's the *extra* value that says "Buy Now"! Covered in rich dark maroon vinyl, it looks far more than its \$24.95 value. Promote it as the perfect blanket storage chest with its sturdy clasp and moth-repellent insert. Promote it as an *extra* seat in the bedroom. It will sell itself. And you can offer it for only \$9.95 with the sale of Universal Electric Blankets. There's extra value to bring in blanket customers.

SELL WITH CONFIDENCE

All Universal Electric Blankets now carry a

TWO YEAR WARRANTY

This Two Year Warranty is added assurance of the quality built into Universal Electric Blankets. Your customers can be confident they are buying sleeping satisfaction.

Lay-Away Promotion for UNIVERSAL ELECTRIC BLANKETS



National Ads continue to build sales! Right through the year Universal Electric Blanket customers are being influenced to buy with these full color ads in the nation's magazines. It's the industry's biggest campaign to date!



Radio and TV Shows Are Selling Your Customers

The top audience-participation shows on the air are promoting this beautiful blanket chest and Universal's sensational lay-away plan. Millions of listeners from coast to coast are being presold on this tremendous extra-value with the purchase of Universal Electric Blankets.

You Get this Complete Kit of Sales Promotion Material

- Consumer Folders
- Sales Instructions
- Gift Certificates
- Spot Radio & TV Scripts
- Catalogue Pages
- Ad Mat Sheet
- Promotion Plan Book

Continue The Golden Orchid Gift Promotion

Double your sales by continuing to promote Universal Electric Blankets as the finest gift for any occasion. Display this beautiful gift box with its lovely golden orchid decoration. Use it as the center of your display. Inside the cover, in full color, are all the selling features, and how to care for Universal Electric Blankets. An extra acetate cover keeps the blanket spotlessly clean. Add gift sales to your lay-away promotion and double the number of your blanket customers.



IF YOU MISSED out on the start of the Golden Orchid Promotion don't fail to get in NOW! There are more and bigger Universal plans ahead ...start building now for the biggest electric blanket season ever. See your Universal Distributor today!

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

TAKE ON THIS PROFIT MAKER
It's Zooming to NEW SALES HEIGHTS
Everywhere **1951 Sales Up 28%**

**HERE ARE 7 SALES PACKED
REASONS WHY A DEALERSHIP
FOR THIS HOT ITEM IS A
SOLID MONEY MAKING DEAL!**

1 It's an electrically operated steam radiator that delivers completely safe and dependable heat.



Burnham Portable electrically heated Steam Radiator — for bathrooms, nurseries, rumpus rooms, sun porches, garages — in fact perfect wherever heat is needed.

2 It's made and backed by a nationally known heating appliance firm with a 78 year reputation for unquestioned quality.



Burnham Stationary Model electrically heated Steam Radiator — each a self-contained, automatic heating unit. Ideal especially for homes supplied with low cost electric power.

3 It's built of cast iron for lifetime service.



4 It's equipped with the finest heating element and thermostatic controls available.

Consumer demand is increasing wherever these radiators are sold. Customers know real value when they see it — and these quality radiators are built for lifelong durability, efficiency, and economy of operation. It's a big profit maker! Nationally advertised for years in leading home magazines. Send Coupon Now!

5 It's priced to give the dealer a good profit and the consumer a good value.

6 It stays sold and creates demand for additional units.

7 It costs little to operate.

Available for Immediate Delivery

**BURNHAM Portable
STEAM RADIATOR
ELECTRICALLY HEATED**



BURNHAM CORPORATION
Electric Radiator Division
Zanesville, Ohio

Dept. EM-72

Please send me literature and sales manual telling all about Burnham Portable and Stationary electrically heated Steam Radiators.

Name _____
Address _____
City _____ State _____

Burnham
CORPORATION
ELECTRIC RADIATOR DIVISION

ZANESVILLE, OHIO

Who Pays List Price?

CONTINUED FROM PAGE 57

as stoves, vacuum cleaners, and refrigerators. For it alone can convince the customer that his over-crowded little six-foot box with its dripping coils really ought to be replaced with this gleaming nine-foot beauty with across-the-top freezer and automatic defrosting and that his venerable old stove deserves retirement in favor of this glittering new model with timing clock and built-in television. And the dealer does not have to decide that he will concentrate on low-saturation items to the neglect of high-saturation ones, or vice versa; the potential customers are the same in either case.

Department-store Hope?

Specialty selling must also find a place in the department store, whose appliance, radio, and TV business is in most cases a sorry mess. When not a single unit in one very large and successful department-store group showed a profit in its appliance-and-TV section last year, it is safe to assume U. S. department stores as a whole showed an over-all loss in this area in 1951. True, part of this showing was due to inventory losses from markdowns; and department-store accounting, which allocates many overhead costs on a percentage basis without regard for the size of the individual transaction, has tended to make the appliance-and-TV department look poorer than was perhaps justified. Even so, the department store can hardly compete successfully on a straight price basis in the appliance, radio, and TV field. For the specialty chains and large individual dealers can buy at least as cheaply, and everyone down to the smallest dealer is able and often willing to sell for less markup. One large eastern chain, for example, insists that it can move its merchandise profitably at little more than half the markup—

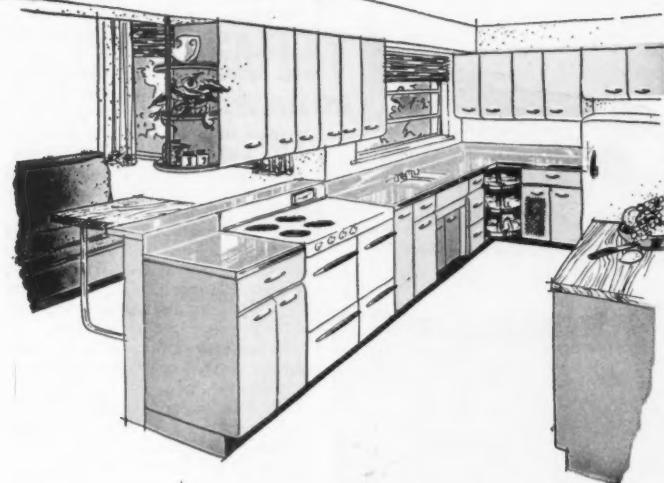
today generally about 35 percent—that the department store complains is too uncomfortably low to begin with.

The department stores that have been most successful in this field are generally the ones that have gone most vigorously into specialty-selling operations—Hale Bros. in San Francisco, for example, which boasts that it sells one out of every eight TV sets sold in its area; Joske's in San Antonio; and Maas Bros. in Tampa and St. Petersburg. Each of these operates four to six outlying appliance-and-TV branches. However, the secret lies not in the mere existence of branches, but in their use as salesrooms and bases for an intensive home-selling operation that digs out the customers and sells them. In fact, Joske's outside crew has come to regard with scorn any salesman who happens to get a walk-in sale from the street; such sales are contemptuously called "berrypicking."

Granted that this particular form of specialty selling is most pertinent to a certain group of consumer hard goods, the question naturally arises whether it has relevance to the general problems of the whole retailing field. American retailing today fairly crawls with "services". How many of them are not services at all, from the customer's viewpoint, but merely expensive irritations? Have the retailer's internal worries made him forget the most important problem in all selling, the relationship with the customer? Is the average retail salesman what one manufacturer called him—"an arrogant, unpleasant fellow who isn't very nice to anyone"? These and related questions, of as much importance to the manufacturer as to the retailer, will be examined in detail in next month's FORTUNE. End



Harrison OFFERS YOU CABINETS IN SIX DIFFERENT COLORS!



**Beauty, Adaptability,
Economy Mean Better
Sales To You**

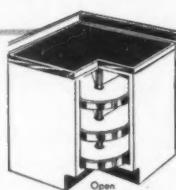
The demand is there, capitalize on it! The big trend in steel kitchens is toward the use of COLOR, and HARRISON offers cabinets in six gay colors to suit the whims of even the most discriminating customer. In white or color, you'll find HARRISON kitchens sell better because HARRISON kitchens are better, and your profits go up, UP, UP!

HARRISON SELLS ON SIGHT

Let This Display Unit Do Your Selling For You!

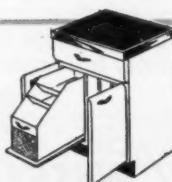
Perfect for attracting attention . . . perfect for demonstrating Harrison Steel Kitchen features such as the spring-hinge doors, roller bearing drawers, "knee-zone" recessed sink fronts, insulated quiet-closing doors and all the other features that make HARRISON the outstanding value in steel kitchens. Remember, your displays are the most-effective sales tools you have, and since kitchen sales give you more profit per sale than any other item on your floor, it is important that you display them to their best advantage. With this display, your customer can see for herself the superior quality of a finished HARRISON kitchen exactly as it would appear in her own home!

Show Them the Features—Features Sell Kitchens!



LAZY CORNER
Shelves rotate for
easy access

Here are just two of the many special purpose cabinets featured in HARRISON kitchens.



VEGETABLE BIN
Grilled door for air
circulation

Harrison offers a complete line of Standard and Custom Cabinets made of heavy gauge steel and finished with beautiful, lasting baked-on enamels. Formica counter tops are available in 100 patterns. Order complete kitchens or single cabinets, in white or pastels.



This free-standing display unit comes complete in every detail. Can be assembled in less than two hours. Other sales aids available.

SEND THIS COUPON NOW!

Harrison Steel Cabinet Co.
4718 West Fifth Ave.
Chicago 44, Ill.

Please send more information on HARRISON steel kitchens to:

Name _____

Company _____

Street _____

City _____

Harrison STEEL CABINET COMPANY
4718 W. FIFTH AVENUE • CHICAGO 44, ILLINOIS

Food Plans Are Not The Only Answer

—CONTINUED FROM PAGE 65—

over
40%
PROFIT



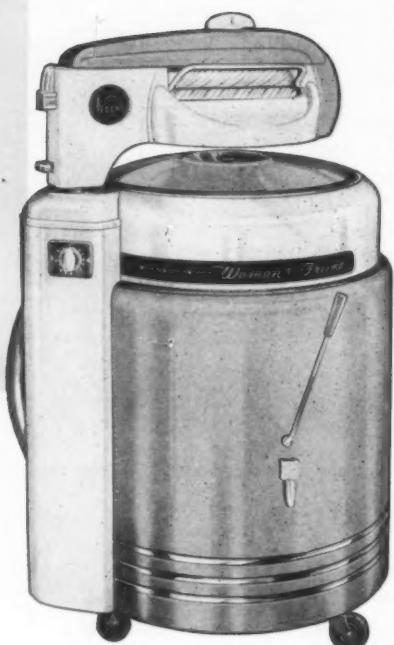
Model BP



Model EP



Model KPT



Model RPT—Our top model — yet it outsells every other model in the line.

Actually, through our direct to dealer sales plan, this can mean as much as 45% gross profit to you (after freight) on our most popular models — the REGENT, Model 52 RPT, and the GIANT, Model 52 KPT.

The style and appeal of these smart-looking, fine quality washers give you real selling ammo. But what the prospect likes to hear, too, is that

Woman's Friend Washers have been doing washings faithfully for half a century. They've been proven in the home. "Fewer service calls—more satisfaction" has been characteristic of these washers for fifty years.

The beauty of this situation is that you stay with real quality and still hold onto the higher than average margin. Write for more information!

Woman's Friend **WASHERS**

Product of

CENTRAL RUBBER AND STEEL CORPORATION
Findlay, Ohio

In short, he was trading some of his labor for a bargain price.

The woods are full of farmers getting rid of chickens that are eating their heads off, of over-abundance of one kind of crop or another, and the city family can take advantage of these seasonal surpluses at a very beneficial price. The home freezer lets the husband and father of the family cut down his cost of living considerably by these pickups.

3. In Wisconsin there lurks in the heart of every male citizen a desire to go out and shoot a deer in hunting season. The problem of a place to keep so much meat at one time appalls the average householder. He likes the idea of being able to bring home a haunch of venison and freeze it and trot it out during the balance of the year for admiring friends. Even if on his hunting trip he doesn't shoot anything bigger than a rabbit, nevertheless he has deer in the back of his mind, and enough deer are actually shot so that he might accidentally get one if he is lucky. Wisconsin being full of lakes, fish and their frozen possibilities also make a mighty appeal. In fact, a number of summer resorts will actually quick freeze the fish you catch for you to take home to your freezer.

So, the man of the house gives in to the money saving story and orders the freezer installed.

Wrapping Materials a Must

To encourage home freezer users, whether he sells them or not, Felker sells wrapping and freezing materials as cheaply as anyone in town.

"When a customer buys a home freezer, he or she knows nothing about the necessity of wrapping products properly for quick freezing," he says. "This is something learned the hard way and the experienced home freezer owner always insists on the best freezer wrapping material he can obtain. A plus gift of wrapping material will not help sell a home freezer to a new customer. But this stuff is a marvelous way of getting users to come back to see you and incidentally tell you who they know is a prospect for a box."

Other Attractions

In addition to home freezers, the store carries Whirlpool and Dexter washers, ranges, refrigerators and even some radio. Location is on the northwest side of Milwaukee, on a street which is easily reached by the householders who live west and north of Milwaukee, the city's best merchandising area.

Felker is a specialist and today he is proud of it. The way of survival for a dealer, he thinks, is to specialize in something, and to have a proposition that is so sound that a customer will always appreciate the favor you have done for him.

End

The world's finest steam & dry iron is

FIRST AGAIN!



CASCO WINS *Lewis & Conger* SAFETY AWARD



Here's an engineering triumph that makes selling Casco irons even easier than before! Casco's exclusive M-T spout, which enables a woman to empty her iron when it is cooled rather than scalding hot, has been awarded the coveted Lewis & Conger Home Safety Award. Casco is the first and only iron so honored! It's further evidence of Casco's leadership in developing features that your customers want most. Retail price, \$19.95.

ALL THESE OTHER
"PRIZE WINNING"
CASCO FEATURES
MAKE SELLING EASIER
FOR YOU, TOO



NO DISTILLED WATER is ever needed. Saves your customer up to \$20 a year. Casco's handy lift-up top fills right from the tap!



DU-ALL FABRIC DIAL...
accurate sole plate temperatures automatically for ironing all fabrics, steam or dry!



STAINLESS STEEL
construction assures
years and years of
trouble-free service!

YOU'LL BE GLAD YOU WAITED FOR

CASCO'S Big Fall Promotions featuring SENSATIONAL Extra Profit OFFERS

ASK YOUR JOBBER FOR DETAILS, OR SEE US AT THE HOUSEWARES SHOW, ATLANTIC CITY, BOOTHS 568, 570, 572, 574, 576

CASCO PRODUCTS CORP. BRIDGEPORT 2, CONN.



Klixon Protectors Reduce Motor Service Problems Says Appliance Service Manager

ST. LOUIS, MO.: Mr. Robert Johnson, Service Manager of one of St. Louis' largest appliance distributors, the ARA Distributing Company, recommends Klixon Protectors for motor burnout protection.

"The use of KLIXON Protectors on motors in our line of domestic refrigerators and freezers has greatly reduced our service problems. In our experience, motor burnouts have never been encountered on equipment using KLIXON Protectors. We heartily endorse the use of this device."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

KLIXON
MADE IN U.S.A.
U.S. PAT. OFF.

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2507 FOREST ST., ATTLEBORO, MASS.

Power Drive for Clothes Dryers

CONTINUED FROM PAGE 69

tended to dryer electrical operating parts; assuring both dealers and customers of trouble-free, low-cost maintenance. From the time of installation, through and beyond the life of the dryer manufacturer's warranty, this broad interpretation of customer service was in force.

The company took an active interest in helping dealers introduce the Westinghouse school plan to more high school home economics departments. It delivered new models of dryers to cooperating schools, picked up older units and installed the retired units in homes of buyers without charge. A dryer was given to and installed in Detroit's International Institute so that recent arrivals from foreign countries might be educated in its use.

The Advertising Campaign

The utility newspaper advertising on dryers was modest to the point of "no comment." Most of its dollars were invested in the 17-point sales promotion program.

However, Detroit Edison did cooperate with manufacturers in outdoor advertising, posting a total of 268 boards in southeastern Michigan. And in retail advertising the manufacturers and dealers picked up the ball; placed over 200,000 lines in Detroit's three daily newspapers, and an estimated 1,000,000 lines in all the newspapers in the utility's service area.

A goodly amount of this advertising was wrapped around the dealer's first-time chance to offer trial installations. Had not Detroit Edison suggested the trial plan, based on its no-charge wiring offer, some 13,866 lines of dryer advertising by one cooperat-

ing manufacturer alone would have been missing from the campaign. Other appliance shops and manufacturers' advertising lineage would have been lessened in the same degree.

Acting on its theory that appliances in use by employees improves neighboring acceptance, the utility offered clothes dryers as an employee special last November and 1,128 units were sold to Detroit Edison people, raising dryer saturation among them to 25 percent.

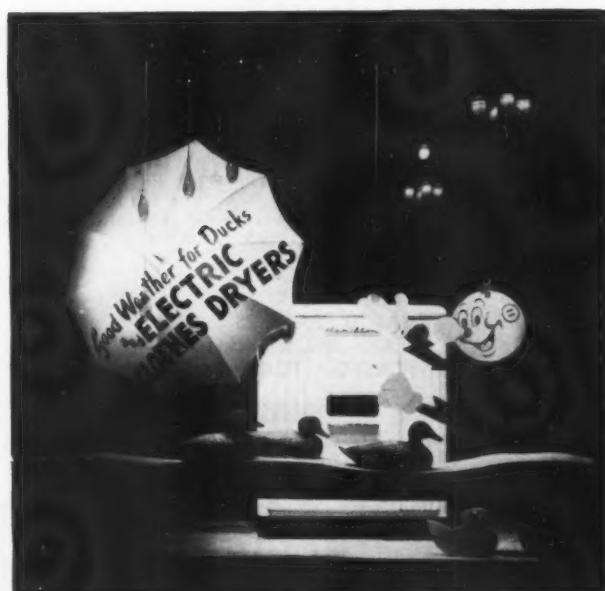
Reaction of Dealers

The Wallace Company, Hazel Park, which sells Bendix, did not mention the free trial offer at the opening. It was used as a sales clincher. L. A. Wagner, appliance manager, declared that he had had no returns. On sales the paper was held ten days before processing.

Many stores did not advertise the free home trial to get prospects, but employed it as a closer. Among those doing it were Walter Gates of Wayne Appliances; William Harris, Kay Bee Appliance Co.; and Harry Stutz, Union Tire Co.

Detroit Edison's promotional campaign has played a major part in increasing electric dryer saturation in its service area from 3.2 to the current 4.9 percent. It is interesting to note that the national saturation figure for both gas and electric dryers is 2.2—the 4.9 saturation figure for the utility's service area is, as stated, for electric dryers alone.

Detroit Edison has 35,394 farm and 875,855 residential customers. In its service area live some 3,300,000 people—more than half the population of the state of Michigan. End



PLASTIC RAINDROPS and ducks helped put over a Detroit Edison window display which tied in with the utility's promotional campaign on dryers.

Fedders packs the

WALLOP

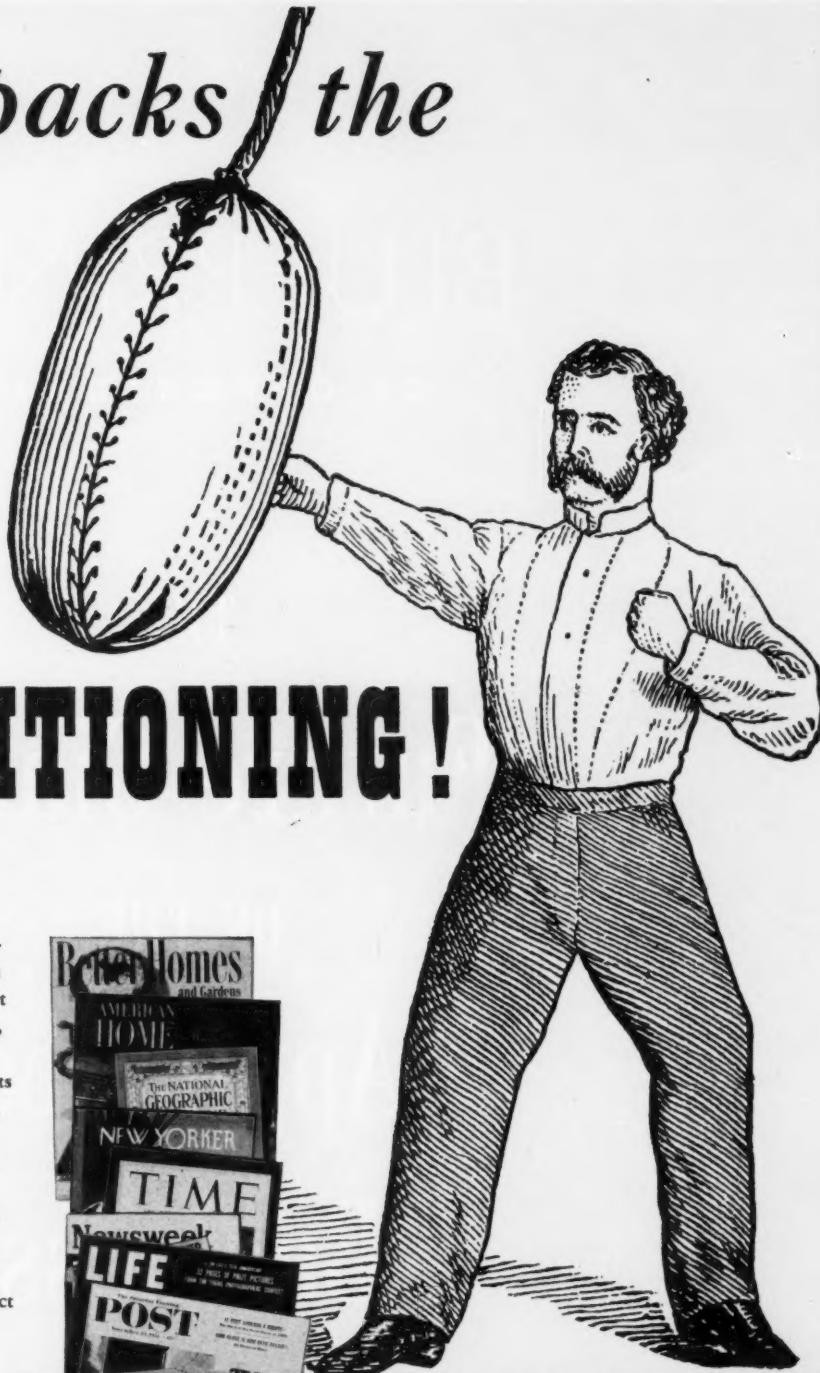
IN ROOM

AIR CONDITIONING!

THE longest, strongest reach in room air conditioner promotion belongs to Fedders again in 1952. Big, "right smack on the button" ads get and hold attention in Saturday Evening Post, Life, Time, Newsweek, Better Homes & Gardens, and 14 other national magazines. And in major markets Television Spot Campaigns featuring Yogi Berra, Phil Rizzuto and Ann Sothern will bring extra prospects into your store. There, you can get 'em face to face with the most effective tool ever designed to sell room air conditioners — the New Fedders Demonstration Center! It presents the entire Fedders story . . . cues the salesman . . . or works as an automatic salesman when the prospect is alone. And to make your profit prospects complete, the new Fedders line — $\frac{1}{2}$, $\frac{1}{2}$, $\frac{3}{4}$, 1 and $1\frac{1}{2}$ ton capacities — is greater than ever this year!

fedders

A GREAT NAME IN COMFORT



MAIL THIS COUPON TODAY!

FEDDERS-QUIGAN CORPORATION, Dept. EM-7
Buffalo 7, New York

Gentlemen: Please send me full information on how I can sell Fedders Room Air Conditioners in volume.

Name _____

* Address _____

Company _____

City _____ County _____

State _____

BLUEPRINTS
OF OPPORTUNITY

THE
Future Giants
OF THE
Appliance
Business



Every business has its pessimists and its optimists.

But let's be realists and look at the plain facts
of the appliance business.

The future looks good. The future looks very good.

And here are a few of the reasons why.

APPLIANCES OF THE FUTURE

Today we face a tremendous opportunity. Americans want dishwashers. (Who wouldn't want to save an hour a day!) Americans want Disposalls.[®] (Who wouldn't want to get rid of the mess and bother of garbage removal!)

Americans want dryers, electric water heaters, freezers, automatic washers, room air-conditioners . . . and more and more of the coming giants of the appliance business. And they'll make an already big business in refrigerators and electric ranges even bigger.

Within ten years, economists say our industry will be selling:

- 4,000,000 Refrigerators a year.
- 2,200,000 Electric ranges.
- 1,100,000 Food freezers a year.
- 2,600,000 Automatic washers.
- 1,200,000 Dryers.
- 1,800,000 Electric water heaters.
- 1,000,000 Electric dishwashers.
- 1,250,000 Food-waste disposers.
- 600,000 Room air-conditioners.

Today, more and more Americans are earning money. 700,000 more workers last year than the year before. Not only that, the average weekly

pay check is up. Total earnings are up and going up each month.

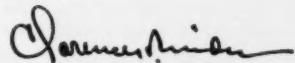
Savings are way up. For example, in 1950 savings were about \$11,000,000,000. Last year they were \$17,000,000,000. Six billion more that people have *leftover* . . . stored away in banks, in strong boxes, in the *sock*! People have the money. More money than ever. That money means plenty of opportunity . . . plenty of *selling* opportunity . . . for the team of you and G. E.

BLEUPRINT OF OPPORTUNITY

Today—at Louisville, Kentucky, General Electric is building the largest appliance manufacturing plant on earth.

Appliance Park will manufacture better *values* than ever! We believe in the future of the market. We're backing it with a tremendous investment.

We think Appliance Park is a realistic blueprint of opportunity for us and for you. We sincerely think you can make your blueprints bigger—by making them—and matching them—with General Electric. For aggressive retailers the future begins now.



CLARENCE H. LINDER, General Manager

Major Appliance Division

Louisville 2, Kentucky

GENERAL  **ELECTRIC**





TIP TO DEALERS:

HE'S RIGHT! THEY DO!...and here's why

The secret lies in the TK Monotube* replacement unit's exclusive "swivel action". Swing the coil down for fast, dependable, low cost cooking. Swing it up for quick, easy cleaning.

Constant "kitchen testing" is responsible for this advanced design. TK has a large, completely outfitted Home Economics Laboratory to check and double check home-makers' problems... and it's the *only* surface cooking unit supplier that does! Result: most range manufacturers now equip new models with TK Monotubes; most housewives prefer Monotubes for replacement.

You can't blame them! Women love the Monotube's speed, uniform heat, and

concealed, protected wiring. The broad, flat coil provides up to 32.8% more contact with utensils for economical cooking. All heats are in the one coil. There are no "hot spots" or "cold spots", no special switch positions to remember. Cleaning is as simple as 1-2-3. And as fast! Flip up coil. Remove support. Wipe drip pan. That's all!

You, too, will make bigger replacement profits with TK Monotubes. They turn over faster! So ask your distributor about the TK Monotube deal today. And—lay in a stock soon. All you need is just 4 basic coils and 9 pans to service any range in your area. It's good business. Business *you* should have!

*T. M. Reg. U. S. Pat. Off.



TUTTLE and KIFT, INC.
A Subsidiary of Ferro Corporation

1835 N. MONITOR AVE. • CHICAGO 39, ILLINOIS

Taking a Load Off Pop

CONTINUED FROM PAGE 63

stallation of every dishwasher he or his salesmen sell, is done under his personal supervision. He informs his customers that he would like to see the installation done just as if it were in his own home. This practice has the very practical result of guaranteeing satisfaction for his buyers, thereby gaining new customers for him through the time-honored method of word-of-mouth advertising.

"We've got the installation problem licked, too," he declares. "We have contracts with electricians, carpenters

There are two times during the year when an appliance dealer should advertise—when business is bad and when business is good.

and plumbers whom we have been using for years, and we can guarantee the installation of an under-counter model dishwasher in seven hours. This package deal has proved to be popular with most of our customers. Many of our buyers turn the house key over to me when they leave in the morning and return in the evening to find their new dishwasher installed and ready for use."

It is Nelson's belief that straight selling along the lines he has mentioned is a better factor in moving dishwashers than are special promotions, which he thinks must be devised to fit local rather than national conditions to be really successful.

Plants Provide Prospects

"The best promotion we have staged," he declares, "is what we termed our 'petunia promotion.' People here in the Jackson area are flower-minded and have a great love for growing plants and flowers of all types. Recently for three days, we offered a small potted plant to every person who would come in and register with us. We found that the idea drew more than 300 persons a day. That was a lot of potted plants to give away but we built the best prospect list we've ever had and sold a lot of dishwashers as well as other appliances on the strength of it."

Doing an annual business of approximately \$200,000 a year in both Hotpoint and Westinghouse appliances, Walter Nelson works to sell the customer up to a complete kitchen if possible, and the installation of a dishwasher has pointed the way to many such sales. The Jackson dealer declares that it saves more work and time than almost any other appliance and is therefore a fine entering wedge to further selling. He operates two appliance stores in downtown Jackson as well as a suburban combination warehouse and sales shop where trade-ins are reconditioned, displayed and sold.

End

APPLIANCE DEALERS PLAY SAFE

with COMMERCIAL CREDIT PLAN. They know through long years of experience that COMMERCIAL CREDIT financing is always dependable . . . in war or peace, prosperity or depression. And they can depend, too, on COMMERCIAL CREDIT's fast, efficient handling of the many details involved in credit investigation, collection adjustment and prospect follow-up.

**Commercial Credit financing
used by more appliance dealers
than any other national plan**



THIS COMPLETE FINANCING PACKAGE enables distributors and dealers to control their stocks right from the production line to the customer's home . . . COMMERCIAL CREDIT PLAN eliminates the need to tie up needed working capital to maintain adequate warehouse or floor stocks.



INSURANCE GUARDS FAMILY WELFARE—
Every appliance sold under the COMMERCIAL CREDIT PLAN is automatically covered by Property Insurance. This policy protects customers in event of loss of, or damage to, the merchandise as specified in the policy. In addition, Life Insurance cancels the unpaid balance in case of purchaser's death.



WRITE, WIRE OR PHONE your nearest COMMERCIAL CREDIT office for complete details on how this plan can help you make more sales and profits. And ask your distributor for a free copy of our interesting book that analyzes the market, shows you how to make the most of time selling.



COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$125,000,000 . . . offices in principal cities of the United States and Canada.

THE GREATEST MONEY-OF ALL TIME FOR HOME

Superflame

BIGGER, BETTER,
MORE POWERFUL THAN
LAST YEAR'S RECORD-
BREAKING OFFER!

SCOOP
ALL COMPETITION WITH
THIS PROVEN PROFIT BUILDER

THE EASIEST WAY TO VOLUNTEER
HOME HEATER PROFITS!

Complete Sales and Advertising Kit
is furnished! Everything is included
to make 1952 the biggest, most profit-
able home heater year.
You're never alone!

To: Queen Stove Works, Inc., Dept. EM72
Albert Lea, Minnesota
 Send complete "Early Bird" SALE Plan details.
 How can I obtain an "Exclusive Superflame"
Franchise and who is my distributor?

Name.....
Firm Name.....
Address.....
Zone..... State.....
City.....

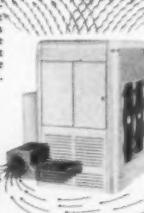
DON'T WAIT!
MAIL COUPON TODAY FOR PROFIT MAKING PROGRAM!

**NEW 3-WAY COMBINATION
FASTER SALES AND**

1.

Superfan **FORCED AIR
BLOWER**

Superfan fits under Superflame Heaters—gives up to 25% more winter comfort—on the same amount of fuel.



SAFE! NO DANGEROUS FAN BLADES

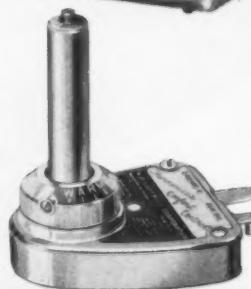


2.

**"SALES-MAKING"
AUTOMATIC THERMOSTAT**

Gives you **FOUR** big sales advantages!

Gives your customers: 1. completely automatic heating; 2. "Round-the-clock" comfort; 3. savings in time and work; 4. savings on fuel! No electricity needed. No wiring. No costly installation. Attaches quickly, easily to the top of the safety control valve. Maintains room temperature within 2 degrees. Eliminates overheating and underheating.



SPECIAL MESSAGE TO ALL OF OUR HEATER DEALERS:

Right now is the time to get ready for this proven money-making promotion. Take advantage of its FULL PROFIT POTENTIAL! If you are a SUPERFLAME dealer make sure your stores are complete—make sure that you have your Company sales kit—then plan your advertising and promotion for the sales period of the offer.

If you are not a SUPERFLAME dealer rush the coupon or write us today for the name of your SUPERFLAME distributor and full details of this super-superlative "Early-Bird" promotion. Don't waste time on a slow moving line. Tell the men of great promotions—the SUPERFLAME LINE!

Queen

STOVE WORKS, INC.

MAKING PROMOTION HEATER DEALERS!

"Early Bird" **SAFE**

**OFFER GUARANTEES MORE SALES,
GREATER PROFITS FOR EVERY DEALER!**

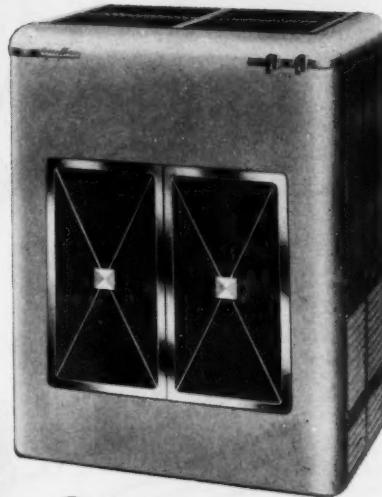
3. *Superflame* OIL HEATERS
WITH THE AMAZING "FUEL-SAVER"

America's Most Complete Line of Home Heaters!

Give your customers more for their money with SUPERFLAME! More beauty! More comfort! Amazing fuel savings! Only SUPERFLAME has the super efficient "Fuel-Saver" that increases radiating surface 100% . . . decreases chimney loss 40%. Saves up to $\frac{1}{2}$ on fuel . . . sometimes more! 20 outstanding sales clinching features in all mean faster, easier sales!

Superflame GAS HEATERS
WITH THE DOUBLE "GAS-SAVER"

For the customer who prefers gas, the Superflame line of "Gas-Saver" heaters gives you a model for every need. Many outstanding features. The Double "Gas-Saver" doubles radiating surface . . . gives your customers more heat from every penny's worth of gas. Exclusive "Fan-flame" burner gives unexcelled efficiency. You'll like the Superflame gas heater line. Your customers will like it even better!



Here's the Offer You Make!

SUPERFAN BLOWER — \$34.95
AUTOMATIC THERMOSTAT — 12.90
TOTAL VALUE \$47.85

YOU SELL BOTH FOR ONLY \$785
WITH ANY SUPERFLAME HEATER
SELLING FOR OVER \$64.95

Your Customer Saves \$40⁰⁰

ALBERT LEA, MINNESOTA

SUPERFLAME DEALERS
SAY ABOUT THIS
PROMOTION:

"Sold more SUPERFLAMES than in any previous year!"
Johnston's Hardware, LaPlata, Missouri.

"The day the ad broke we sold 53 heaters! That's real profit!"
Greenley's, Flint, Michigan.

"Competition was overcome with this promotion!" Premium Oil and Coal Co., Cincinnati, Ohio.

"Sold 2 carloads of SUPERFLAME Heaters. This PROVES the power of your promotion!"
Big Four Hardware Stores, Inc., Loves Park, Illinois.

"Sold over 250 units! We've never seen anything break like this." Christensen's Appliance Stores, Ames and Nevada, Iowa.

Canadian Headquarters
Great West Electric & Radio, Ltd., Winnipeg and Regina
Town-Canada Distributors, Toronto

To get up in the world, grab these two lines

I. THE WASHLINE is your market,
50,000,000 women strong (or, rather, weak).

With fifty million women still using wash-lines—but not liking it—there's a tremendous billion dollar market for automatic dryers. So now's the time to get your share by moving in with one of the best-known names in the home laundry field—Lovell.

Lovell's hard hitting sales line for drying units will help you become a dryer sales expert quickly and easily. Grab hold of the washline and the Lovell "sales line", and you're on your way up!

Lovell introduced a dryer more than 12 years ago; today Lovell makes tumble-type electric and gas drying units for APEX, BARTON, CONLON, DEXTER, HORTON, THOR, ONE MINUTE, and others.

Look for the
Lovell DRI-RITE
single dial control



2. THE SALES LINE for the Lovell Drying Unit is your key to the market.

Single dial control provides:

1. Automatic shut-off. No time guessing.
 2. Complete temperature element has three times more heating area.
- New "SUN-ARC" infrared clothes, dries them more gently.

Easy-to-unload door is extra large, swings open all the way. Allows full visibility inside.

Easy-to-clean lint trap.

Lint trap safety by-pass prevents clogging if user fails to empty trap.

Outdoor humidity-vent can be easily connected at rear, if desired.

Vacuum drying system preheats air, costs less to operate. Reduces accumulation of lint inside dryer.

Air-cooled cabinet allows easy access for cleaning or repairs.

Handy clean-out duct to remove bobby pins, sand, other small objects.

America's newest household blessing



GAS AND ELECTRIC DRYING UNITS

Lovell Mfg. Co., Erie Pa.

NEW PRODUCTS



ANNA A. NOONE
New Products Editor



ARVIN Heaters

Arvin Industries Inc., Columbus, Ind.

Models: 2 new Giant Output, Arvin fan-forced radiant heaters, Nos. 5600 and 5100.

Selling Features: No. 5600, entirely new addition to Arvin line, is a thermostatically-controlled, automatic heater designed to provide "full room" heat at 1650- or 1320-watts; delivers 5600 btus at 1650-watts and 4500 btus at 1320-watts;



DUCHESS Clothes Dryer

Appliance Mfg. Co., Alliance, O.

Device: New automatic Duchess electric clothes dryer.

Selling Features: Drying is controlled by thermostat shut-off instead of time control; as moisture content is reduced, temperature rises, when temperature reaches 160 degs. for damp dry or 180 degs. for dry, thermostat shuts off element; when temperature drops about 20 degs. so clothes can be handled comfortably, motor shuts off and dryer stops.

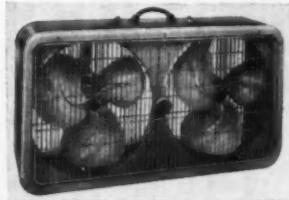
Other features include overhead, oversize infra-red radiant heating to quickly dry clothes; vacuum air intake system draws 90 cu. ft. warm air through clothes every minute; large safety by-pass lint trap; full 16 in. front opening for easy access and automatic safety reset. Will also be available in a gas unit in near future.



Furnace-type thermostat control accurately indicates room temperature; heater responds automatically to pre-determined setting; incorporates range-type rod heating units; "red-glow" signal light indicates current is flowing; "safe-guard" safety switch cuts current automatically if heater is upset; induction type motor does not create radio or TV interference; circulates 80 cfm warm air; weighs 14½ lbs.; 17-in. high and wide, 10½ in. deep.

No 5100, acts as a heater, fan or, with head horizontal to floor, as an air circulator; 1650-watt element enables fan to blow 200 cfm warm air; when used for cooling, its 8-in. Cloverleaf fan moves 600 cfm; green or bronze with chrome-plated base and medallion; weighs 9½ lbs.; 15½ in. high, 12½ in. wide, 10½ in. deep.

Both models operate on 110-120 volts, 60 cycle, a.c. only.



FRESH-AIRE MAKER Fan

Schwitzer-Cummins Co.,
1125 Massachusetts Ave.,
Indianapolis, 7, Ind.

Model: Fresh-Aire Maker casement window fan No. C-25.

Selling Features: For use in all popular sized casement windows, steel or aluminum; also suitable for sash windows; reversible from exhaust to intake by turning it around; twin fans with wide deep pitched blades, two 1/40 h.p. a.c. motors; may also be used as a circulator; easily portable large handle

on top; requires no installation; 2-speed switch; strong screen guards front and back; mounting clips for hanging fan in casement windows or rubber saddle to lock in sash window; 2560 cfm air delivery at high speed, 1600 cfm at low.



Improved WHIRLBEATER

The A. C. Gilbert Co.,
New Haven, 6, Conn.

Device: Improved Gilbert portable mixer No. B-158.

Selling Features: Beaters include a twin nylon beater set engineered to handle a multitude of mixing jobs and the turbo agitator beater that whips as little as a tablespoon of cream; weighs less than 1½ lbs.; wall bracket makes storing at fingertip simple, clamp bracket screws to wall or cabinet near stove.

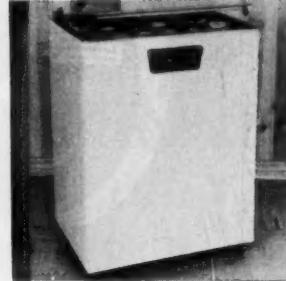


CROSLEY Freezer

Crosley Div. Avco Mfg. Corp.,
Cincinnati, O.

Device: Crosley Shelvador home freezer No. SDF-6.

Selling Features: Incorporates "Soft-Glo" styling of larger Shelvador freezers; counterbalanced, easy opening lid; flat top edge of food compartment makes handy shelf; 30 in. long, 27 in. wide, 39 in. high; 6 cu. ft.; stores 210 lbs. food; wrap-around, rust-resistant steel cabinet; white baked enamel.



JAMES Dishwasher

James Mfg. Co., 1030 W. Sycamore,
Independence, Kansas

Device: New James Premier portable automatic dishwasher.

Selling Features: Features new Sterile-dry cycle.

New Sterile-dry cycle sterilizes china, glassware, silver and utensils; automatic water softener container goes into action at beginning of sterilization cycle; timer waits for dishwasher to fill to proper water level before starting each cycle, correcting variations in faucet water pressure in different sections of the country; convection-radiant drying principle dries dishes within 2 min. after sterile cycle is completed.

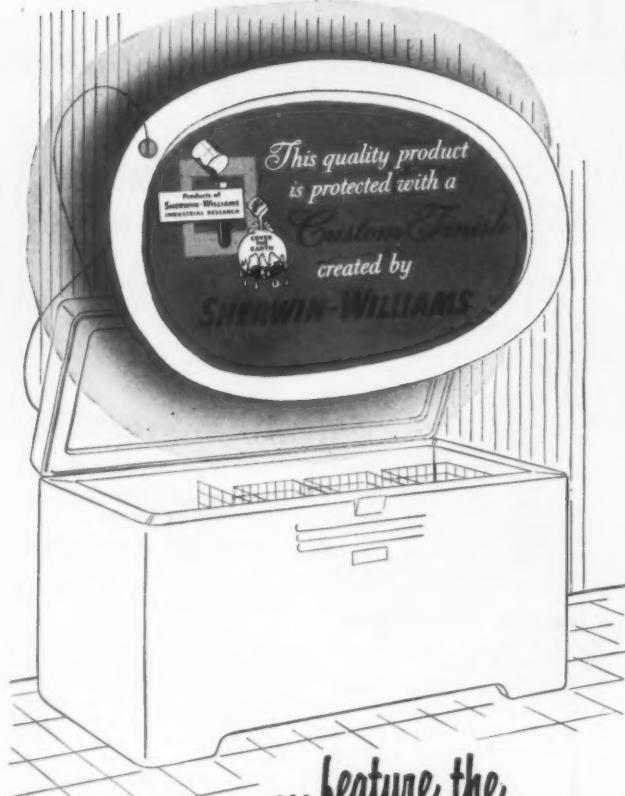
Final rinse water is heated right in stainless steel wash-well of machine to 190 degs. before automatic rinse cycle begins.

Retails the "Sweet-flow" rubbing and brushing action washing principle which uses only 4½ gal. water to double wash and power rinse to a full tub of dishes; by recirculating the water it sends a solid wall of water at rate of 80 gal. per min. throughout tub; Micro-Filter action prevents even smallest particles from re-circulating.

White baked-enamel cabinet; smooth-rolling casters; requires no installation; glass lid permits visible action; insulation around wash-well and inner surface of cabinet holds heat and reduces noise; improved stainless steel racks; balanced "stop-anywhere" lid are other refinements.

An improved Deluxe model with basic features of Premier but without Sterile-dry cycle with immersion heating unit and automatic water softener available for soft water areas and where hot water supply is ample.

MULTIPLY buyers...
INCREASE sales...



...feature the
ADDED sales appeal of the
BEST-KNOWN NAME IN FINISHES!

No other trademark in the world says, "This is a quality finish!" to so many people, so quickly, as The Sherwin-Williams name and trademark.

That's why market-minded manufacturers, more and more, are identifying the quality finishes on their products with seals or tags that bear this well-known symbol.

Look for it . . . feature it . . . let it work for you in providing that added "sales plus" so often needed to overcome last-minute doubt in buyers' minds . . . to swing their preference in favor of the known reliability of a familiar name!

The Sherwin-Williams Co., Industrial Division,
Cleveland 1, Ohio.



SHERWIN-WILLIAMS
INDUSTRIAL FINISHES

NEW PRODUCTS



HANDYHOT Portable Washer

**Chicago Electric Mfg. Co.,
6333 W. 65th St., Chicago, 38, Ill.**
Model: Handyhot portable washer No. 2602 with timer.

Selling Features: Capacity of about 3 lbs. dry clothes; aluminum tub can be filled with cold water, placed on stove to heat; timer can be set from one-minute to a half-hour and reset for longer periods; shuts off automatically; white enamel dome, black trim.

Accessories include a wringer, a Phil-drain hose and a fold-away aluminum dryer, at extra cost.



JACKSON Attic Fan

**Jackson Mfg. Co., Inc., 1501 W.
Fairview Ave., Montgomery, Ala.**

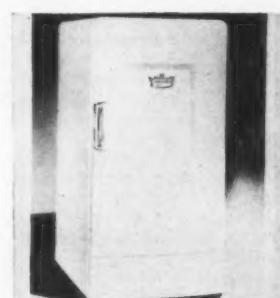
Device: Jackson "Giro" attic fan. **Selling Features:** Package unit complete with grill and built-in molding, no extras to buy; easy to install; automatic grill and shutters; available in $\frac{1}{4}$, $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{3}{4}$ h.p. sizes with 30- to 48-in. fan blades, with ratings from 7400 to 19,300 cfm.; rubber mounted at vibration points; motor also resilient mounted.



GILBERT Vitalator

**The A. C. Gilbert Co.,
New Haven, Conn.**
Device: Gilbert Vitalator No. B-165.

Selling Features: Provides head-to-foot "Swedish massage" action; operates on 110-120 volts a.c. or d.c.; easy to use, slips over hand and adjusts to instant use; suitable for scalp massage, cream facials; for headaches and for "waistline control."



PAK-A-WAY Freezers

**Schaefer, Inc.,
801 Washington Ave., N.,
Minneapolis, 1, Minn.**

Models: New line of Pak-A-Way home freezers include 2 upright and 3 chest models.

Selling Features: Upright models have 12 and 18 cu. ft. capacities; feature new Kolrod shelves developed to permit more efficient heat transfer and provide more uniform freezing, better visibility and fast defrosting; full-opening door provides ease of placing and removing food panels.

Chest models in 8, 15 and 21 cu. ft. sizes.

All models feature 5-year sealed compressor warranty; 5-year food spoilage warranty; automatic audible alarm; interior floodlight; fingertip latches with key lock; adjustable controls; counterbalanced hinges; wire baskets; shelves and dividers; recessed toe space; all-steel construction; Schaeferseal Fiberglas insulation; double-coated and double-baked white Dulux enamel inside and out.



HANDYHOT Frost Control

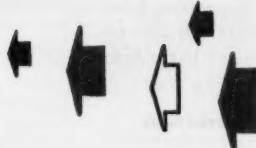
**Chicago Electric Mfg. Co.,
6333 W. 65th St.,
Chicago, 38, Ill.**

Model: Handyhot frost-control No. 3000 for refrigerators.

Selling Features: Automatically defrosts refrigerator every night; can be set to "skip-defrosting" when ice cream or frozen fruits are in freezer; plugs into any wall outlet and refrigerator is plugged into Frost-Control; face shows 24-hr. period.



Here's the Smart
New Look
in Your
Profit Picture...



the New Re-Styled
AMPRO TAPE RECORDER

*with the Fastest Selling
Features in the
Industry!*

- World's lowest price . . . only \$119.75
- World's lightest weight . . . only 17 lbs!
- Records anything . . . plays back instantly!
- 2 full hours on one 7" reel!
- Easy to thread and operate!
- Big 5" x 7" speaker for true tone!
- Motor rewind and fast forward!

Write now for details on a profit-making Ampro Franchise

AMPRO CORPORATION

2835 N. Western Avenue • Chicago 18, Illinois

8MM CAMERAS AND PROJECTORS • 16MM SOUND-ON-FILM • SLIDE PROJECTORS • TAPE RECORDERS

H.C. Little oil floor furnace exclusive features

- ✓ aid selling
- ✓ cut service
- ✓ boost profit



100% ELECTRIC IGNITION, and CONTROL SYSTEM

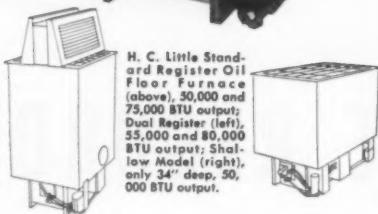
Completely self-lighting, self-regulating, self-stopping—no pilot light, no hi-lo fire!

100% NON-MECHANICAL BURNER

Not a pot burner, not a pressure burner, not a rotary burner—exclusive H. C. Little Progressive Low-Temperature design—no moving parts—burns low-cost furnace oil!

100% SURE OPERATION

Not even electric power failure can cripple this unit! Quick change to hand control is provided—automatic operation resumes when electricity comes on!



More than
200,000
H. C. Little
installations!

The leader
in home heating
equipment
since 1923!

For complete details
on the profit-boosting
H. C. Little Franchise...
MAIL COUPON TODAY

H.C. Little

Burner Company, Inc.

San Rafael, California

H. C. LITTLE DISTRIBUTORS

Aurora, Ill.	Portland, Ore.
Baltimore, Md.	Prescott, Ariz.
Belmont, Mass.	Reno, Nev.
Boise, Idaho.	St. Louis, Mo.
Columbus, Ga.	St. Petersburg, Fla.
Detroit Lakes, Minn.	Salt Lake City, Utah
East Orange, N.J.	Seattle, Wash.
Fayetteville, N.C.	Toledo, Ohio

You can build a steady, high-profit volume with the nationally-distributed, nationally-accepted H. C. Little oil floor furnace—the FIRST completely successful oil floor furnace, the FIRST to be listed by the Underwriters' Laboratories—and today, after more than two decades, the recognized leader in its field!



NEW PRODUCTS



GILBERT Hair Dryer

The A. C. Gilbert Co.,
New Haven, 6, Conn.
Device: Gilbert hair dryer No. B-97.

Selling Features: Operates on 110-120 volts, a.c. or d.c.; draws 275 watts; self-aligning, self-lubricating bearings; maroon-colored plastic case; chromium plated air exhaust grille; Nichrome wire element has automatic safety shut-off to prevent overheating; 3-position switch: off, cold and hot; diecast base; gunmetal and gray metallocene enamel; 5½ in. x 5½ in. x 2¾ in.



PIONEER Polverizer

Pioneer Polverizer Co.,
3131 San Fernando Rd.,
Los Angeles, 65, Calif.
Device: "Polverizer" garbage disposer.



RELAX-IT Vibrator

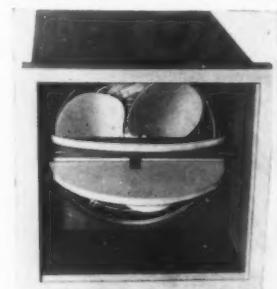
The Relax-It Massage Co.,
5622 Sunset Blvd.,
Hollywood, 28, Calif.
Device: Relax-It roller vibrator, No. 11.

Selling Features: Weighs 5 lbs.; 40 watts, a.c., 50 or 60 cycles; polished aluminum finish; equipped with soft rubber rollers and a large belt which allows for easy maneuverability.



GIBSON Refrigerator

Gibson Refrigerator Co.,
Greenville, Mich.
Model: Gibson Jubilee Special refrigerator No. 932.



COOK Attic Fan

Loren Cook Co., Berea, Ohio
Device: Cook "Chimney Style" attic fan.

Selling Features: A ready-to-install package unit consisting of a direct drive fan, housed in an all-welded weatherproof steel dummy chimney; equipped with automatic gal-

Selling Features: Full-length 9 cu. ft. model has 45 lb. "Freez'r Locker"; Gibson "Swing'r Crisp'r" swings out at finger-touch, can be lifted out of refrigerator; 2 ice cube trays; tall bottle space; high baked white Hylux finish; rounded interior corners for easy cleaning; automatic light; single dial control placed at eye-level; easily opened, snap action door latch; hermetically sealed Scotch Yoke mechanism; Freon 12 refrigerant.

ALUMINUM makes the difference in APPLIANCE SALES!



ALUMINUM FEATURES MEAN MORE PROFIT...

More Sales For You!

More Value For Your Customer!

SELL THE ALUMINUM FEATURES...

Aluminum Helps Make The Sale!

Not only Traffic Appliances, but Refrigerators... Home Freezers... Ranges... Washing Machines... all appliances can be sold easier, faster, with more confidence by pointing out the aluminum features and pointing up your sales!



REYNOLDS ALUMINUM

ALUMINUM MAKES THE DIFFERENCE IN APPLIANCES

SELL REYNOLDS ALUMINUM

ALUMINUM FEATURES YOU SELL HERE!

You don't have to sell "the Doctor" Alice, based on the advantages of aluminum. You can sell Reynolds White, the original aluminum kitchen foil... aluminum aluminum in your house, too—chromite, has its own aluminum aluminum in your Modern Living Room.

TAKE ADVANTAGE OF ALUMINUM ADVANTAGES IN YOUR ELECTRIC HOUSEWARES!



Appearance—Aluminum, with or without an anodic finish or colored coating, won't rust, stain or chip—always stays attractive. Talk up these important points for such parts as the outer shells and trim of toasters, hotplates, clocks and other appliances where sight-appeal is a vital sales factor.



Light Weight—Aluminum appliances weigh much less than those made of other metals and that's a big feature when you're selling housewives a vacuum cleaner, floor polisher, portable washer, roaster oven, pressure cooker, heater or other appliance that women move around the kitchen or often lift up and downstairs.



No Taste-Taint—Aluminum imparts no taste whatsoever to foods or beverages. Remember this when you sell blenders, broilers, coffee makers, deep fat fryers, corn poppers, food mixers and other food preparation appliances.



Excellent Heat Conductivity—Aluminum assures fast, even heat transfer—important in irons, sandwich grills, waffle irons and other appliances where aluminum and electricity work together to make better products.



Operating Efficiency—For clock parts, radio and TV parts and antennae, aluminum assures efficient operation and aids in reducing cost. No matter the size of the appliance, from air conditioning units down to the smallest fan, aluminum assures good electrical conductivity, quiet operation and long, trouble-free service.

And—remember, too—if it's aluminum, chances are it's a BETTER LOOKING appliance with important plus values in SEE-APPEAL and BUY-APPEAL.

UNIVERSAL'S Jet 99 "sweeps the ...and keeps sales soaring with every-other-week



MARCH 3



MARCH 17



MARCH 31



Gil Goold, president of Goold and Tierney, confers with Lee Moss, sales manager, and Bill Cashman, director of promotion and publicity, of Landers, Frary and Clark.

In just a few short months, Universal's Jet 99 has become one of America's most popular vacuum cleaners. Why? According to Bill Cashman, director of promotion and publicity of Landers, Frary and Clark who manufacture the Jet 99, much of the credit goes to LIFE.

Here's how Mr. Cashman explains LIFE's part in this phenomenal success:

"The tremendous power of LIFE has been demonstrated once and for all by the great merchandising miracle of the Jet 99. Continuous advertising in LIFE, the backbone of our advertising program, has enabled us to reach millions of consumers. These ads have created an avalanche of prospects which has encouraged thousands of retailers to feature the Jet 99 as their store leader."

Again and again, success stories like this are attributed to LIFE. And it stands to reason—for more than 23,950,000 people read LIFE each week, and in 13 issues it is seen by more than half the nation.*

Many families in your town are among LIFE's readers, and you can make the unique popularity—and selling power—of LIFE pay off for you! The products listed on the next page are all advertised in LIFE in July. Tie in, and up your summer sales!



Featured in stores throughout the country, the Jet 99 is now being used in thousands of homes. 63% of all persons in households buying vacuum cleaners within a six-month period read LIFE.* Sales forces are bound to be enthusiastic when backed by advertising in LIFE.*



Demonstrations are more effective, sales come easier when customers are pre-sold on products advertised in LIFE. LIFE reaches more families than any other magazine in America, and 77% of LIFE's consistent readers enjoy higher-than-average standards of living.*



Bill Schick, mgr. of the electrical div. of Supplee-Biddle-Stelz of Philadelphia explains: "It's this simple. LIFE magazine is better accepted in the home than any other magazine I know of. We want the Jet 99 in a lot of homes, so we are tying in with LIFE."

country" with continuity

ADVERTISED IN
LIFE



APRIL 14



APRIL 28



MAY 12



MAY 19



In Dallas, Bernie Goldberg of Oak Lawn Appliance says: "Jet 99 sales increased when we tied in with LIFE. Customers who read about this vacuum cleaner in LIFE came here to see—and buy!"



In Philadelphia, Strawbridge & Clothier reports that the Jet 99 has chalked up tremendous sales. "We wanted to establish customer acceptance quickly. Knowing LIFE's acceptance, we tied in."



In Seattle, Hal Soden, major appliance mgr. of Bon Marche states: "I believe LIFE is the most potent national selling force. Our own displays and advertising always try to follow its backing."



In Chicago, Polk Bros.' Irving Feuerstadt is equally enthusiastic: "Advertised-in-LIFE" promotions bring action on all LIFE-advertised products. LIFE created a lot of sales on the Jet 99."



In Cincinnati, Jos. Mascari, partner in M&B Furniture and Appliances store adds this idea: "LIFE does help. We use it in our selling talks and the sales messages in the ads are often helpful."



9 Rockefeller Plaza, New York 20, N.Y.

Sweep your corner of the country.
Make sure LIFE readers in your town know you feature these LIFE-advertised products:

MAJOR APPLIANCES

- July 7 Kelvinator Refrigerator—page, c.
- Fedders Quigan Air Conditioner—
1/4 page
- July 14 RCA Air Conditioner—page
Westinghouse Electric Refrigerator—
page
- Hoover Cleaner Service—14 lines
- July 21 Servel Refrigerator—page, color
- July 28 American Gas Association—
spread, color
- Crosley Refrigerator—page
Electric Companies Advertising Program—page

SMALLER APPLIANCES AND HOUSEWARES

- July 7 Rid-Jid Ironing Board—1/2 page
Westclox Clocks—1/4 page
- July 14 Honeywell Controls—page
Clorox—1/4 page
- July 21 Sunbeam Ironmaster—page, color
General Electric Lamps—page
- July 28 Serviset Paperware—1/2 page, color

HOME FURNISHINGS

- July 14 Firestone Foamex Mattress—
page, color
- July 21 Playtex Pillow—1/2 page
- July 28 Kroehler Furniture—page, color
Lane Cedar Chest—page, color

RADIOS, TV, RECORDS, AND INSTRUMENTS

- July 14 General Electric Tubes—page
- July 21 Westinghouse TV—page, color

STATIONERY REQUISITES

- July 7 Cine Kodak—page, color
Burroughs Adding Machine—
1/2 page
- July 14 Royal Typewriter—spread
Ansco Film—page, color
Gibson Greeting Cards—1/4 page
- July 21 Eastman Kodak—page, color
Argus Cameras—1/2 page
- July 28 Ansco Film—page

OTHER

- July 14 Chris-Craft—42 lines
Plakie Toys—1/4 page
- July 28 Spickelmier Products—70 lines

First in circulation

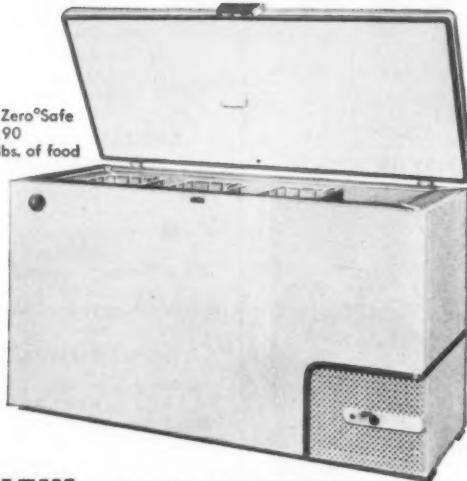
First in readership

First with appliance dealers

*From *A Study of the Accumulative Audience of LIFE* and its supplement *The LIFE market*, by Alfred Politz Research, Inc. A LIFE reader is any person who has read 1 or more of 13 issues.

STILL ANOTHER ADDITION TO THE WILSON FREEZER LINE

New Wilson Zero-Safe
Model FC-190
Holds 685 lbs. of food



NEW...POPULAR SIZED 19 CUBIC FOOT CHEST

Has every feature for fast, easy sales

- ★ large fast freeze compartment
- ★ sliding baskets, adjustable dividers
- ★ all steel and aluminum construction
- ★ adjustable temperature control
- ★ liberal 5-year warranty
- ★ 5-year food spoilage warranty available.
- ★ automatic warning light
- ★ interior light

You've heard big things were happening at Wilson. Here's proof . . . another new chest freezer with so many features that sales are bound to hit new highs.

If you're looking for a freezer line that you can go places with—look into Wilson. A few desirable distributor franchises still available. For information, write, wire or phone

OTHER WILSON FREEZERS

The Wilson line of home freezers is one of the most complete lines ever offered by a single manufacturer and includes:

- 4 CHEST MODELS
8, 15, 19, 24 cu. ft.

- 4 UPRIGHT MODELS
15, 18, 23, 30 cu. ft.

- 9 UPRIGHT MODELS
(SECTIONAL)
30, 60, 90 cu. ft.

WILSON

REFRIGERATION, INC.

102 Glenwood Ave., Smyrna, Delaware

HOME FREEZERS • FARM MILK COOLERS • COMMERCIAL REFRIGERATION

NEW PRODUCTS



Improved HANDYFREEZE

Chicago Electric Mfg. Co.,
6333 W. 65th St., Chicago, Ill.
Model: Improved model 2201 ice cream freezer.

Selling Features: Improvements consist of a new blue-mottled plastic tub, white enameled dome, blue plastic motor-unit slips down snugly on blue rubber rim of plastic tub—no latches required; other features maintained in Handyfreeze includes extra cream can, cover, rubber stopper for an additional qt. of cream; regulation tinned cream can, aluminum cover; wood and tinned metal dasher, canvas ice bag and recipe-instruction booklet.

Larger capacity Handyfreeze 2204, features improved, has blue enameled motor base, white metal housing; white enameled wood tub.

sizes from 30- to 54-in., capacities from 5,000 to 20,000 cfm; equipped with sealed ball bearings; Ventura type orifice for maximum blade size and quiet operation; heavy duty motors with overload protection and rubber cushion mounting; V-flat drive pulley; square wooden frame dampens vibration and simplifies installation.

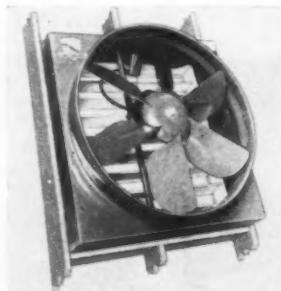


CROSLEY Refrigerator

Crosley Div., Avco Mfg. Corp.,
Cincinnati, O.

Model: No. CAMD-105 Crosley Shelvador.

Selling Features: Has total capacity of nearly 11 cu. ft.; horizontal freezer compartment holds 50 lbs. food, provides quick freezing action "Soft-Clo" interior; fully automatic defrost system; sliding, transparent, sanitary meat keeper; automatic butter safe featuring temperature control with 6 settings; 2 transparent crispers which can be arranged side by side or stacked; convenient sliding shelf for rearrangement of stored articles; recessed, deep door with 5 wide shelves.



BAR-BROOK Attic Fans

Bar-Brook Mfg. Co., Inc.,
6135 Linwood Ave., Shreveport, La.

Device: Bar-Brook AVP-36 package unit attic fan and 6 attic fans in graduated sizes for vertical or horizontal operation.

Selling Features: AVP-36 package unit built to meet needs of homes with low roofs; easy to install from stepladder without getting into attic; requires minimum attic space; mounted on sealed ball bearings; motor completely wired with fuse-link cut-off switch; built-in shutter; factory assembled into a compact single rubber cushioned motor mount and ivory-white baked enamel shutter with aluminum ready cut trim. $\frac{1}{2}$ h.p. motor has 7500 cfm free air delivery.

Graduated sizes built to fit needs of almost any installation, residential commercial or industrial, in fan



Cadillac Cleaner

The Clements Mfg. Co.,
6650 S. Narragansett Ave.,
Chicago, Ill.

Device: Cadillac cylinder-type vacuum cleaner.

Selling Features: 2-speed control; new type "floating-brush" floor nozzle automatically adjusts to any depth of rug pile; both wand and hose can be attached to bare floor brush or floor nozzle by means of bayonet locking device; new toboggan-type runners, snap-back handle; simplified filter system makes cleaner easier to use; silver grey Hammerloid finish.

"Jam-packed" with
Quality
features!

- 1 Butt-Welded Tank Construction—Absence of crevices or deep seams eliminates voids in galvanizing . . . does away with corrosion common with conventional lap joints.
- 2 Draw Necked Unit Port Construction—Allows unit to be gasketed against the tank proper, not against a part fastened to the tank, for greater strength and durability.
- 3 Inside Tank of Heavy Steel—Zinc-in-ized. White's modern automatic slow freezing process of galvanizing causes absorption of an extra durable zinc coating, inside and out, materially increasing life and safety of tank.
- 4 Immersion Type Heating Units—Transfer the heat directly to the water with minimum heat loss.
- 5 High Temperature Cutout in Super De Luxe models automatically discontinues operation of the water heater should water temperature ever reach 190°.
- 6 White Enamel Finish—White's special durable enamel baked on by modern infra-red process maintains smooth, attractive appearance for years.
- 7 Extra Thick Fiberglas Insulation—Attains highest insulating efficiency. Keeps the water hotter, longer.
- 8 Tank Supports—Reduce heat conduction away from tank . . . form strong, permanently rigid base.
- 9 Removable Front Panel—Permits easy access for adjusting or servicing.
- 10 Compact Design—Easy to handle—easy to install—requires little floor space.
- 11 Built-In Heat Trap—Keeps the heat in the tank where it belongs. Eliminates costly hot water circulation through pipes when faucets are turned off.
- 12 Non-Metallic Wireways—Added protection against short circuits.
- 13 Super-Sensitive Thermostat—Mounted right on tank for fast, accurate temperature control. Economical, saves electricity.
- 14 Electrical Outlet—Easily accessible with a White, to meet the local specifications of any area.



ELECTRIC—
Round and
Table Top—
"6.9% MORE
hot water!"



Patented Copyright 1953
White Products Corporation



WATER-HOTTER

Automatic Water Heaters—Electric and Gas

WITH 14 "SALESMEN" BUILT IN!

"6.9% MORE HOT WATER than utility requirements" is the nationally advertised "reason why" theme for White electric WATER-HOTTERS. And it certainly brings in inquiries for White dealers.

However, White is not just a "one-feature" line. You can show and prove White superiority at every point, in every model of electric and gas WATER-HOTTER.

Take feature No. 2, for instance, on electric models. White literally draws a part of the tank INSIDE OUT to form a seamless, integral port. You can show how extra strength and durability result from this exclusive benefit. Your customer sees why White is better. And so with all the other advantages listed.

Gas model WATER-HOTTERS are equally "featureful." Send for complete information and White's Proved Profit story TODAY. Call your distributor or mail coupon NOW.

WHITE PRODUCTS CORPORATION

Water Heating Specialists Since 1930

Dept. M-7, MIDDLEVILLE • MICHIGAN

EXPORT OFFICE: 201 N. Wells St., Chicago 5, Illinois

GAS—Round
models only
*Film of
Flame*



Mail this

—Learn WHY your
profits are better
with White!

WHITE PRODUCTS CORPORATION—Dept. M-7
MIDDLEVILLE, MICHIGAN

Please send us the White "Water-Hotter" story. My business letterhead is attached.

My Name _____

Address _____

City _____

Zone _____

County _____

State _____

Just count the profit-making **NEW GENERAL ELECTRIC**

Here's the answer to every mixer question your customers can ask— . . .
the most modern—most advanced—most wonderful mixer General Electric has ever made. Look:

★ *New Positive Speed Control*

...for every mixing job. Whatever the housewife is mixing—from mashed potatoes to thick cake batters—she'll get plenty of power at exactly the speed she needs.

★ *And these popular features, too:*

Built-in light to shine down into the bowl—fingertips-speed-selector with twelve tested mixing speeds—three beaters (minus center shafts, which makes them easy to clean) to insure thorough mixing

★ *New Beater-release*

...lets your customers remove the beaters without the usual tug-of-war. Just reverse the speed-selector (it's easy to demonstrate) and the beaters easily slide out!

★ *New Color Design*

...the kind of good looks that will stop your customers and make them want to buy! Handsome all-white baked enamel finish—easy to clean and practically indestructible!

action. And a two- and four-quart bowl—plus a handy juicer—come with every mixer.

And don't forget, a food-chopper is available as a profit-making accessory.

AND TALK ABOUT ADVERTISING SUPPORT!

During the four months before Christmas, there'll be a four-color, double-spread send-off in *Collier's*. Then there'll be full-page, full-color ads in *Collier's*, *McCall's* and *Household*—the kind that really pre-sells your customers.

The man to contact is your G-E distributor. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

You can put your
confidence in—

new features in the

TRIPLE-WHIP MIXER



GENERAL  ELECTRIC

Here is the oven that guarantees
COOL KITCHENS
plus all these advantages:

1. SAVES 2/3 THE ELECTRICITY USED BY AN ORDINARY OVEN.
2. BAKES 25% FASTER ON THE AVERAGE THAN REGULAR RANGE OVEN.
3. PLUGS INTO ANY CONVENIENT ELECTRIC OUTLET.
4. COMPLETE WITH ALL BAKING PANS AND RECIPE BOOKLET IN COLOR.
5. PORTABLE — A NATURAL FOR COTTAGES, TRAILERS AND VACATION SPOTS.
6. REQUIRES LITTLE MORE STORAGE SPACE THAN A TOASTER.

WEST BEND
electric
Runabout

\$16.95 RETAIL

BAKES
CAKES • PIES
BISCUITS • ROLLS
POTATOES • MUFFINS
PUDDINGS • BREADS
ROASTS
BEEF • PORK
SMALL FOWL
SAUSAGES • FISH

COMPLETE
WITH ACCESSORIES

UL

WEST BEND ALUMINUM CO., West Bend, Wisconsin

NEW PRODUCTS

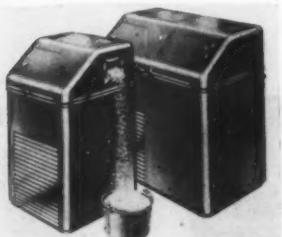


MIMAR Fan

Mimar Products Inc.,
138 Spencer St., Brooklyn, 5, N. Y.

Device: Mimar hi-velocity pedestal fan No. MP 525.

Selling Features: New aerodynamic, 5-fin, all-steel blade specialty designed housing delivers 3850 cfm; adjustable from 60 to 84 in. in height; designed to be practically tip-proof.



SCOTSMAN Ice Makers

American Gas Machine Co.,
505 Front St., Albert Lea, Minn.

Models: 4 new Scotsman Super-Flaker automatic ice flakers.

Selling Features: Available in 2 capacities—350 to 430 lbs. ice daily, or 750 to 900 lbs. daily. Each size available in the automatic storage-type unit or the continuous-flow type unit; once the switch is turned on in the automatic storage-type unit the stainless steel storage bin, which is insulated, is kept full, machine turns itself on and off; bins have a storage capacity equal to 12 hrs. output; continuous-flow type produces a continuous flow while turned on.

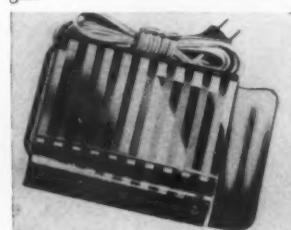
40 in. high to fit under any bar or alongside any counter; only one simple plumbing connection required; 110-115 volt a.c.



REO Mower

Reo Motors, Inc., Lansing, 20, Mich.
Device: 1952 Reo Runabout gas engine mower.

Selling Features: Adjustable to a wide variety of cutting heights; "magic-touch" control; totally-enclosed belt and chain drive for reel and wheels; 18-in. cut; Reo-built 1½ h.p. engine uses "regular" gas.



BRETFRD Ozone Air Conditioner

Bretford Mfg. Inc., Franklin Park, Ill.
Device: Bretford ozone air conditioner.

Selling Features: Obtains maximum odor-destroying effectiveness of ozone in keeping with long bulb life and economical operation; completely enclosed transformer operates ozone bulb; outer case of heavy gauge steel, chromium fin-



CLARKE Floor Maintainer

Clarke Sanding Machine Co.,
Muskegon, Mich.

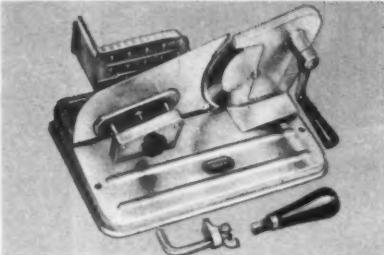
Model: New Clarke P-11 floor maintainer.

Selling Features: Scrubs, waxes, polishes, steel wool floors; fingertip access to automatic safety switch; self-retracting wheels; 90 percent arc shaft adjustment for use under low-set furniture; noiseless, positive drive mechanisms; ½ h.p. motor; attachments include brushes, steel wool pads, lambs wool polishing pads; gray hammer-tone finish.



New BroilKing Rotisserie-Broiler barbecues, roasts, broils, grills, and toasts! Fully protected automatic motor. Flip-up glass front. Large handled, top-removable spit. Triple chrome plated with porcelain enamel tray and trivet.

BROILKING ANNOUNCES THE MOST EXCITING NEW APPLIANCE IN HOUSEWARES HISTORY...THE BRILLIANT NEW ROTISSERIE-BROILER!



SILV-A-KING. All-Purpose Home Food Slicer. Slices meat, cheese, bread, vegetables and fruit wafer thin or up to $\frac{1}{8}$ " thick! High quality steel chrome plated knife. Hand operated. #700—white enamel, #702—chrome.

International Appliance's Important New Addition Completes The Only Nationally Advertised Line Of Infra-Red Broilers On The Market Today!

The BroilKing Rotisserie-Broiler has arrived! This truly outstanding new appliance completes the famous line that has established unchallenged leadership in the booming new field of infra-red broilers. Small wonder BroilKing has received overwhelming response from distributors, dealers and consumers alike!

BROILKING

INTERNATIONAL APPLIANCE CORPORATION
222 Fifth Ave., N.Y. 1, N.Y., Division of Bridgeport Pressed Steel Corp.



BROILKING Model 900 Deluxe. Handsomely styled, painstakingly constructed...the outstanding infra-red broiler on the market today!



BROILKING Model 850. Exclusive "Sudden Seal" Irradiant Heating Element instantly seals in natural juices and vitamins...standard on every BroilKing!



BROILKING Aristocrat Model 450. A superbly styled and constructed broiler at a budget price. Has the family-size capacity of all Broilkings!

Don't miss the Big BroilKing Exhibit (Booth No. 358) at the Atlantic City Housewares Show!

FASTEST MOSST COMPLETE



One of 7 models with "Care-Free" Automatic Defrosting

MORE VALUE PER DOLLAR! MORE BUSINESS PER DEALER!

Talk about salesworthy features! Crosley really gives you something to sell—the *fastest* and *most complete* defrosting system of any major refrigerator on the market

today! And fast defrosting is mighty important to women—to melt the frost *quickly* and *completely* before ice cream and frozen foods are affected!

Automatic Defrosting of 'em all!

CROSLEY SHELVADOR®

WITH "CARE-FREE" AUTOMATIC DEFROSTING

Why Crosley Automatic Defrosting Is Faster, More Complete:

Some refrigerators have slower "hot gas" defrosting systems. Others have electric heating elements spaced too far from the freezer plates. But Shelvador has all-electric elements in direct contact with the freezer plates! Heat is applied to all parts of the surface simultaneously to give your customers defrosting that's really fast! At the same time, Crosley "Care-Free" Automatic Defrosting removes the frost from all surfaces which collect frost—not only from the freezer, but also from the baffle that separates the freezer from the food compartments!

More than that, your customers get room for plenty of frozen foods in all automatic models. For example the two-door Crosley illustrated actually holds 77 pounds of frozen foods and ice cubes. And there are big, roomy shelves in both doors which give your customers twice as much space right up in front—in sight—in reach. Other features that add to your sales story are two big transparent "moist-cold" crispers... the removable ButterSafe with its own temperature control... a huge meat holder... removable shelves.

If you are now a Crosley Dealer, remember to use these important selling points when talking to prospects. And if you are not yet a Crosley Dealer, now is the time to see your Crosley Distributor, or write to Crosley Division, Avco Manufacturing Corporation, Cincinnati 25, Ohio.

The most convenient, completely automatic defrosting system on the market means more satisfaction for your customers... more sales for you!

Here's how it works!

Once every 24 hours at 3 A. M.  when refrigerators are not in use, a reliable, automatic clock  built into Crosley Shelvador turns off the refrigerating mechanism and turns on high-speed defrosting units.  These units "hit" freezing plates and baffle with fast heat—melting frost—but only the frost.  This patented Crosley system removes frost from all collecting surfaces.  Defrost water automatically drains to a pan over the compressor where it quickly evaporates.  Defrost water never refreezes. There's nothing to turn on or off, no pan or jar to empty. Messy hand defrosting is ended—forever!

CROSLEY

DIVISION



CINCINNATI 25, OHIO

Better Products for Happier Living

SHELVADOR® REFRIGERATORS • SHELVADOR® FREEZERS • SINKS • FOOD WASTE DISPOSERS • ELECTRIC RANGES
ELECTRIC WATER HEATERS • STEEL KITCHEN CABINETS • ROOM AIR CONDITIONERS • RADIOS • TELEVISION

NEW PRODUCTS



In Chicago, it takes 2—
you can't get by with less

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to reach even half of your city and suburban prospects.*

Today it takes two daily newspapers to reach a majority of the market—and for most net unduplicated coverage, one of your two must be The Chicago SUN-TIMES!

*See your copy of the independent Publication Research Service study, "Chicago Daily Newspaper Coverage and Duplication, 1951," or write us for details.

211 W. Wacker Drive, Chicago 6

Total Circulation, 530,293 Average Net Paid Daily (ABC Publisher's Statement for 6 mos. ending 3/31/52)

PAGE 120



PRESTO Ironing Table

The National Pressure Cooker Co., Eau Claire, Wis.

Device: Presto ventilated metal ironing board to be sold in combination with the Presto Vapor Steam iron.

Selling Features: Ironing table is 54 in. long, 15 in. wide; folds automatically; adjustable to 7 heights; sturdy underribbed construction; new easy finger-tip release provides easy opening and closing; ventilated all-metal top has perforations to speed up steam ironing by carrying off steam.

tains an 1800 watt element; heats any area up to 575 cu. ft. and furnishes 6640 btus; especially designed for larger areas.

Available in 4 models: white and chrome, chrome only, white and chrome finish with wall plate, 3 switches and neon pilot light; chrome finish with individual switches, wall plate and pilot light.



JACKSON Lawn Mowers

Jackson Mfg. Co., 1501 W. Fairview Ave., Montgomery, Ala.

Models: Nos. 16A and No. 16B electric rotary lawn mowers.

Selling Features: No. 16A, for small lawns, has a $\frac{1}{2}$ h.p., 1725 rpm a.c. motor; 7 in. semi-pneumatic tires; steel with rubber grip handles.

No. 16B, for all types of lawns, higher weeds etc.; has $\frac{1}{2}$ h.p., 3450 rpm motor; stainless steel 16-in. blade; 7-in. semi-pneumatic tires.

Both models have 3 adjustable cutting heights; blade mounted on motor shaft with safety rubber clutch disk; 2-tone enamel finish.



PERMAGLAS Dairy Heaters

A. O. Smith Corp., Kankakee, Ill.

Device: Permaglas portable electric dairy water heaters.

Selling Features: Specially designed molded rubber double-locked vapor seal between inside tank and jacket; weight of water in tank compresses rubber and improves seal to give positive assurance that water spilled in filling cannot find its way inside jacket to thermostat or element; new-type "S" cord; base has been changed from 4 to 3 legs to minimize leveling problems; inner tank glass surface prevents corrosion.



DUO-THERM Oil Heater

Duo-Therm Div., Motor Wheel Corp., Lansing, 3, Mich.

Model: Silver Jubilee Regency console oil heater No. 825.

Selling Features: 2 dual-chamber burners; 2 waist-high control dials operate burners singly or together; 2 big front-opening doors; 2 big side-opening radiant doors give quick spot heat for any degree of radiating and circulating heat flexibility; other Duo-Therm features include automatic draft minder, waste stopper, 1-gal. humidifier, glass lighter doors, gliders with leg-levelers; automatic power-air blowers; thermostat also available; 78,000 btu output; mahogany finish cabinet; brass grille and door pulls.



HEAT-A-LITE

NuTone, Inc., Madison & Red Bank Roads, Cincinnati, 27, Ohio

Device: New Heat-A-Lite combination ceiling heater-light-and-ventilating fan.

Selling Features: New style con-

250 Park Avenue, New York 17

NEW! Blackstone's great “\$59⁹⁵ Table Promotion”



Pull-in traffic during peak washer-months

Offer this exquisite \$59⁹⁵ table for an incredible \$10 with every sale of a Blackstone washer!

Cash in on the terrific bargain-appeal of Blackstone's new promotion during the peak washer-months, July through September! And—at sensationally little cost to you!

Sell a Blackstone washer, retailing for as little as \$144.95, PLUS this beautiful \$59.95 table—a total \$204.90 value—for only \$154.95! And you get one of the top markups in the Appliance Industry!

Backed by Blackstone's quality-story...backed by ad after ad in big magazines like Saturday Evening Post, House Beautiful, Living for Young Homemakers...backed by newspaper ads, publicity, proven promotions...Blackstone is a sure-fire leader for volume-sales this Summer! Get full details from your Blackstone Distributor today!

**JUST ONE OF
BLACKSTONE'S VOLUME-
BOOSTING DEALER PROMOTIONS!**

For details on the "Table Bargain"... "Proctor Ironing Combination" and other tested promotions, contact your Blackstone Distributor now!



DEALER "TABLE BARGAIN" KIT!

- Self-packed NEWSPAPER MATS!
- DIRECT MAIL folders!
- Bright WINDOW STREAMER!
- COUNTER CARDS!
- Copy for RADIO SPOTS!



Blackstone

Jamestown, New York

AMERICA'S OLDEST MANUFACTURER OF HOME LAUNDRY APPLIANCES

NEW PRODUCTS

ELECTRIC DRYERS All Over the Nation...



No producers of domestic appliances in the country have shown more initiative and greater readiness to effect improvements than the makers of laundry equipment. Calling upon top-flight engineering and styling, they have provided the housewife with machines that not only save work, time, and money, but actually appear so attractive as to make the laundry a showplace and a joy to work in.

Foremost among such units is the dryer. Typifying the spirit of the industry, today's dryers offer many outstanding refinements over their predecessors: temperature control for any dryness or type of fabric; preheated air; high-performance vent systems that get rid of lint and moisture; air-cooled cabinets— and other features.

But since the primary function of a dryer is to dry, it is the heating element that's kingpin. And there's where Nichrome alloys come in: Foremost dryer makers of America have been specifying heating elements made of Nichrome alloys from the time they developed their initial models.

Heating units have increased in size, been relocated and redesigned to give better heat distribution; but Nichrome, the fundamental component, has remained . . . dependable heart of the whole appliance.

Whether it be a dryer or any other electrically heated appliance you handle, you can profit by having your manufacturing sources provide heating elements of Nichrome. For Nichrome promotes customer satisfaction, word-of-mouth recommendation, lasting goodwill—the finest business assets you can accumulate.



Nichrome is manufactured only by

Driver-Harris Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

Manufactured and sold in Canada by The B. GREENING WIRE COMPANY, LTD., Hamilton, Ontario, Canada



U. S. PAT. OFF. REG.



HOTSTREAM Water Heaters

Hotstream Heater Co.,
2363 E. 69th St., Cleveland, 4, O.

Device: New line of Hotstream "Wont Rust" stone-lined water heaters.

Selling Features: Special aggregate stone lining, $\frac{1}{2}$ in. thick, which is more absorbent than other forms of stone lining, the manufacturers claim; lime and sediment will not adhere to aggregate stone, therefore there is no rust, no corrosion, no lime deposit inside tank.

A "plastic bond" plastic liner between stone and steel absorbs the variance in contraction and expansion between these materials and prevents cracking or other damage to the stone lining; white baked enamel finish with gray and stainless steel trim. Available in 30, 52 and 82 in. sizes.



THERMADOR Heater

Thermador Electrical Mfg. Co.,
5119 District Blvd.,
Los Angeles, 22, Calif.

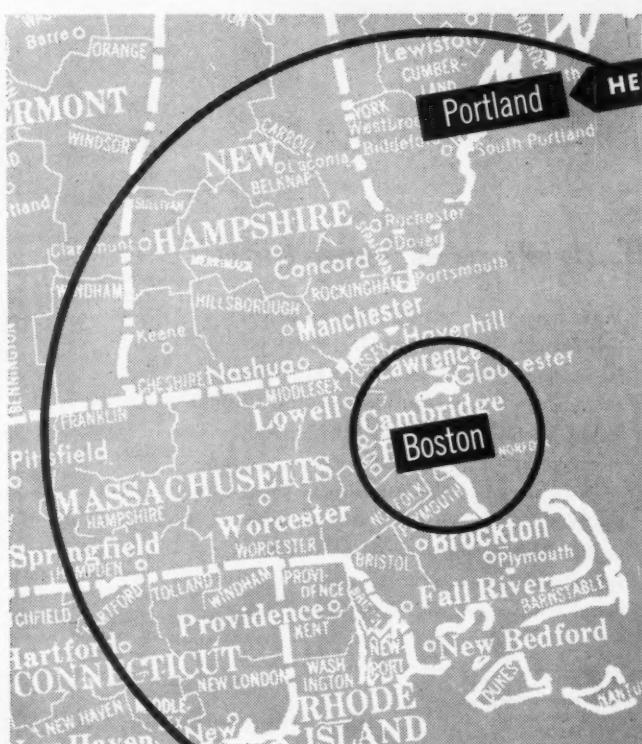
Device: Thermador new model room heater.

Selling Features: Available with outputs of 2500, 3500 and 4500 watts; features completely redesigned grille and top located switches for easier control; small neon indicator light shows when unit is on; easily accessible oil duct simplifies routine maintenance; completely self-contained, no flues, ducting or central heating plants needed; each heater has its own thermostat for independent comfort control in every room, its own circulating fan which directs heat downward into living zone; quiet fan provides cooling air circulating during summer; operates on 230 volts a.c.; entire unit is only 16 in. wide, 22 $\frac{1}{2}$ in. high; case may be painted to match any interior finish.

NEWSPAPER SURVEY* PROVES:

Emerson TV

OUTSELLS THEM ALL...BECAUSE IT OUTPERFORMS THEM ALL!



HERE'S PROOF POSITIVE:

Consumer Preference by Brands in Portland, Maine:

EMERSON	22%
BRAND A	16%
BRAND B	14%
BRAND C	10%
BRAND D	8%

PROOF POSITIVE that Emerson's matchless performance pays off in bigger sales...bigger profits! In Portland, Maine, ONLY EMERSON TV could pick up Boston stations and deliver the best pictures with high-fidelity sound! No wonder EMERSON OUTSELLS EVERY OTHER BRAND in America's largest market north of Boston!

Cash in on the most powerful selling story in the industry—story backed up by FACTS! Feature EMERSON in your store...in your advertising. See for yourself how Emerson's matchless performance, beautiful cabinetry, amazing low price will turn "just lookers" into *purchasers!*

*1952 Consumer Analysis Survey, Portland, Me.



Emerson

OVER 100000 OWNERS ACCLAIM THE NAME FOR PERFORMANCE AND VALUE.

Spencer Radio & Photography Co., New York 11, New York

ELECTRICAL MERCHANDISING—JULY, 1952

PAGE 123



G-E Textolite* monotop plastics surfacing gives you exclusive new sales features!

There's nothing else like it on the market—plastics surfacing with backsplash, counter top, and no-drip lip *molded in a single piece*. You can offer customers the utmost in beauty and utility—with no cracks, no crevices, no metal stripping to mar the styling of the gleaming plastics surface.

*Reg. U.S. Pat. Off.

NEW PRODUCTS



CAPITOL Sink Combination

Capitol Kitchens, Div., Hubeny Bros. Inc., Roselle, N. J.

Device: 54 in. standard sink combination.

Selling Features: Unit has 2 drawers with cutlery tray built into one; shelves behind right and left-hand doors permit ample storage space; acid-resistant porcelain sink has one bowl and a double drainboard; chrome swing spout faucet; stainless steel cup strainers; chrome handles.



A new extension cord announced by Davis Mfg. Co., Plano, Ill. provides outlets for 6 appliances over a distance of 12-ft., eliminating double and triple plugs at wall outlet. From a single molded male plug two 6-ft. rubber covered extensions are provided. Each cord is terminated in a 3-way receptacle.

"Modulation control", a new advancement in room air conditioning, is announced by York Corp., York, Pa. Described as a "personal comfort balancer," it is a dependable adjusting device for automatically preventing an air conditioner from over-cooling when outdoor temperatures drop. Dial located on cabinet permits the desired amount of cooling to be selected. After the conditioner is started, modulation control automatically adjusts cooling capacity to avoid over-cooling and maintain selected comfort level. When outside temperature drops the control automatically reduces the amount of cooling without changing ventilation or air circulation.

A WORD TO THE WIFE IS SUFFICIENT...to help you sell complete kitchens!



Attractive four-color ads in leading national magazines are stimulating sales for you by showing the advantages of G-E Textolite-topped kitchens. Tie in with this big new campaign by featuring kitchen products topped with G-E Textolite Monotop surfacing.

When housewives hear about the amazing new G-E Textolite Monotop surfacing, they'll be in a buying mood for complete new kitchens. You have a strong new selling point when you feature and display kitchens topped with G-E Textolite Monotop surfacing—with counter and backsplash *molded in one piece*! Now's the time to demonstrate the beauty and utility of this attractive new product while eye-catching ads are helping to spread the word among housewives about the wonderful new G-E Textolite Monotop surfacing.

General Electric Company
Chemical Division
Section 144-3A
Pittsfield, Massachusetts

I am interested in:

- () Free booklet describing G-E Textolite Monotop surfacing.
- () Handling G-E Textolite Tops. Please have representative call.

Name _____
Firm _____
Street _____
City _____ Zone _____ State _____

You can put your confidence in—

GENERAL  **ELECTRIC**

144-3

Appelman Art Glass Works, Bergenfield, N. J. announces a new heating and lighting ceiling unit known as Electriglas Thermolite.

NOW! THE GREATEST HEATER LINE IN COLEMAN HISTORY

Models for OIL • GAS • LP-GAS

FEATURE-PACKED • FUEL-SAVING • EYE-CATCHING • BACKED BY A FAMOUS BRAND NAME

Here are heaters that sell—Coleman's full line for all fuels. Designed and engineered for top leadership in the space heater field. Nothing beats a Coleman for heat-making efficiency, fuel-saving economy and showroom appeal. Nationally advertised—the Coleman reputation for quality, service and performance assures quick acceptance anywhere—any time.

Be ready for the buyers who demand tested-best performance—the kind Coleman delivers:

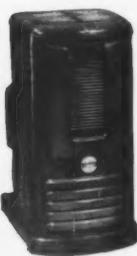


MODEL 873

The industry's top heater.
Radiant-circulator with side doors
that open out for quick warm-up.

OIL

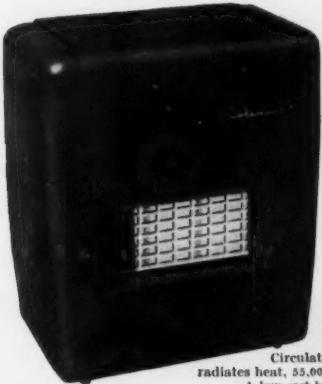
A dazzling array of style leaders in wide heating capacities. Circulators, Radiants. Exclusive Fuel-Air Control saves up to 25% on fuel. *Here are other sales-making Coleman exclusives:* Low Draft Burner, Oversize Heat Exchanger, Directionair Power Blower (optional) that spreads more warmth at floor level.



MODEL 871

**Fastest Selling Heater in
America — \$59.95 including tank**

Sensational value. Small in size, a giant in performance. 35,000 BTU model with famous Coleman engineering perfection built-in to turn fuel into low-cost heating comfort. One model in a complete line—a model for every purpose, one for every purse.



MODEL 56

Circulates warm air,
radiates heat, 55,000 BTU input.
A low-cost heat-producer.

GAS and LP-GAS

Beautifully styled heaters with smart fashion finish. Non-visible- or visible-flame models—the visible-flame shows red in less than a minute. Outstanding beauty of design, Seam-welded Combustion Chamber, Porcelainized Pressed Steel Burner for high heating efficiency at low cost. Also Built-in Draft Diverter and Automatic Safety Controls.



MODEL 52

**Top in Beauty, Bottom
in Price—
MODELS AS LOW AS \$59.95**

Low-cost heat-making efficiency has been packed into this Coleman home beauty. 40,000 BTU input, an efficiently designed model giving great warm air circulation. Handsomely styled, fully automatic. Models specially engineered for LP-Gas.

COMFORT COSTS SO LITTLE WITH A

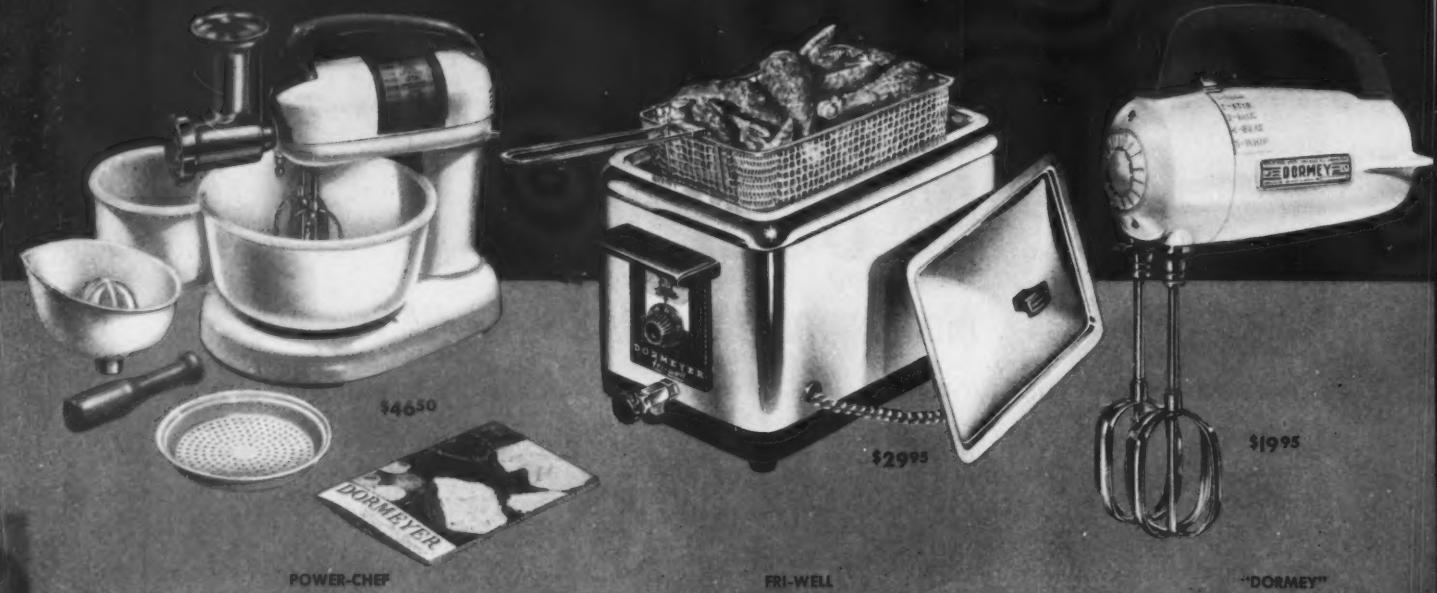


**AMERICA'S LEADER
IN HOME HEATING**

THE COLEMAN COMPANY, INC., WICHITA 1, KANSAS

ELECTRICAL MERCHANDISING—JULY, 1952

PAGE 125



we keep right on

BIGGER FAMILY!

First, the famous Dormeyer mixers . . . next the sensational Fri-Well automatic deep-fryer . . . then the up and coming Blender and Toastmaker . . . and now the terrific new "Dormey" portable mixer! Yes, Dormeyer is the fastest growing appliance family in America—in size, popularity and sales!

BIGGER HOME!

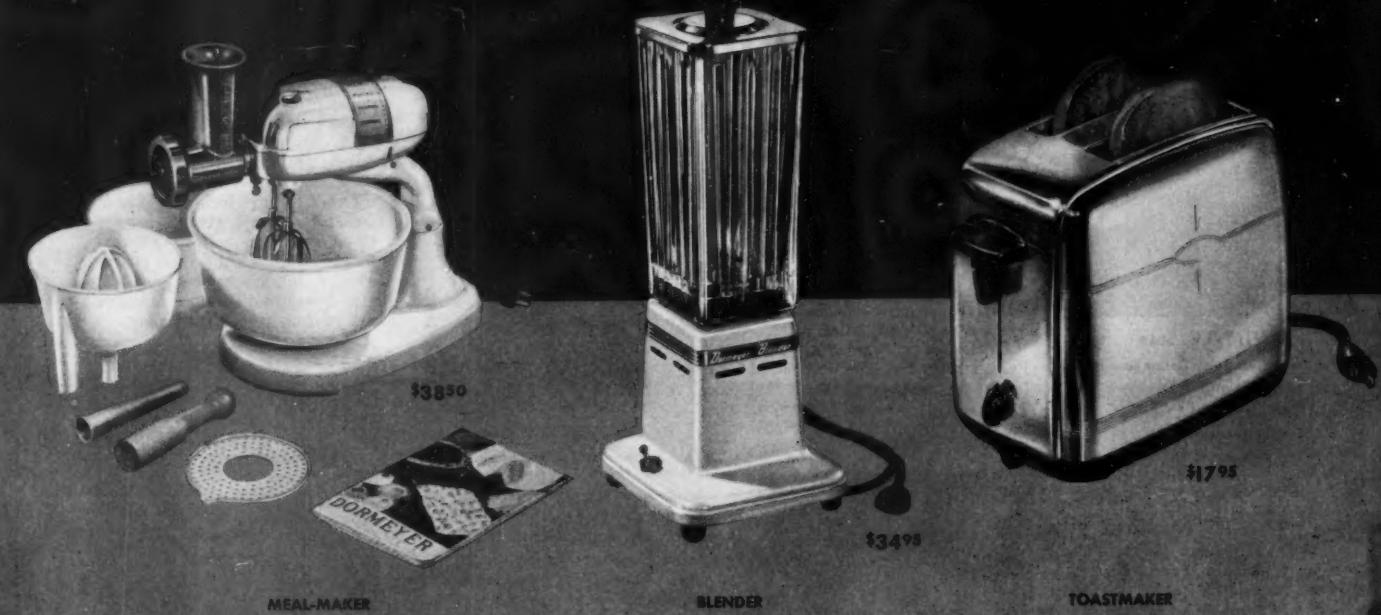
Dormeyer is moving . . . to a bigger, better, brighter new home! We're consolidating all our plants and management offices under one tremendous roof. This plus new modern equipment means greater, faster production, continued superiority of product design and quality, and ever better service to you.

BIGGER SALES!

Thanks to you, the Dormeyer dealers and distributors throughout the nation, Dormeyer has established one of the industry's most spectacular records of growth. And your increased promotional efforts backed by Dormeyer's aggressive sales policy and stepped-up advertising power, mean even greater sales volume, bigger profits for you in the future. Now is the time to move ahead, to grow . . . and you can do it with Dormeyer!

America's buy-word in better appliances

DORMEYER



growing...



DORMEYER CORPORATION • KINGSBURY AND HURON STREETS • CHICAGO 10, ILLINOIS



ARVIN TV Sets

Arvin Industries Inc., Columbus, Ind.
Models: American and Campaigner, 17-in. table TV receivers.

Selling Features: Both models have recently developed 22-tube "Jet" dual-power chassis which delivers long-range reception; "Cascode" tuner designed to reduce interference; Synchro tuning; dual-power switch permits maximum performance in reception of strong or weak "fringe" signals; 2 control groups visible on front of cabinet; secondary controls conveniently placed in front are concealed for decorative panel; both models mahogany finished, contemporary style; American has tilted glass screen and frosted-face picture tube to eliminate glare. Campaigner has straight, non-removable screen, features a "picture frame" bezel with dust seal.



EMERSON TV Sets

Emerson Radio & Phone Corp., 111 Eighth Ave., New York, 11, N.Y.
Models: Emerson Advance 1953 TV sets: 2 table (Nos. 716 and 717) and 2 console models (Nos. 719 and 720).

Selling Features: No. 716, 17-in. table model has match-grain, pinstriped mahogany veneer cabinet. No. 717, American-Colonial styling, maple veneers and solid maple front.

No. 720, 21-in. console has a matching pin-striped mahogany veneer cabinet, 12-in. speaker and



NEW PRODUCTS . . . TV and RADIO

phono-jack. No. 719, Contemporary 18th Century 17-in. console with full doors.

All models feature "Area Engineered" performance with super-powered chassis for better fringe area reception; new, low-voltage Electrostatic Focus Picture Tube; removable safety-glass; adaptable for UHF conversion by means of easily interchanged tuning strips.

Other models include No. 715, a French Provincial console of solid birch and fruit wood veneers; No. 711, 21-in. mahogany veneer table model; and No. 712, 21-in. maple veneer Early American table model.



CAPEHART TV Console

Capehart-Farnsworth Corp., Fort Wayne, 1, Ind.

Model: No. 4C20M "Potomac" open-face TV console.

Selling Features: Employs Capehart CX-33 Long Distance chassis with 20-in. rectangular picture tube, Capehart Symphonic-Tone system; mahogany cabinet, modern styling; adaptable for UHF by simple change of tuner strips.



SPARTON TV Sets

The Sparks-Witthington Co., Jackson, Mich.

Models: 3 new 21-in. Cosmic Eye models . . . Hawthorne, table; Lancaster and Lindsay, consoles.

Selling Features: Each model has full Cosmic-Eye performance; Equasonne audio system with large permanent-magnet speaker for high-fidelity reproduction; ultra-range tuner with Cascade circuit; Cosmic Eye picture-lock; 21-tube chassis; tuner strips for conversion to UHF will be supplied free for 1952 buyers where such signals can be received; Angle-Tilt front glass and picture-tube mountings; removable front glass; casters on consoles. Hawthorne and Lancaster mahogany finish; Lindsay, limed-oak.



MAGNAVOX Console

The Magnavox Co., Fort Wayne, Ind.

Model: Holiday 20 TV console.

Selling Features: Equipped with Magnavox long-distance chassis with extra power for fringe reception; uses 21 tubes including 2 rectifiers and the 20-in. picture tube; higher voltage produces clearer pictures free from streaks and glare; instantaneous automatic gain; feather-touch tuner; full screen focus; interference rejector; Magna-Lox automatic frequency control; vertical picture stabilizer filters out pulse type interference; 12-in. Magnavox high fidelity dynamic speaker; provision for inside-the-cabinet installation of a Magnavox all-channel UHF tuner; cabinet available in mahogany or blond finish.

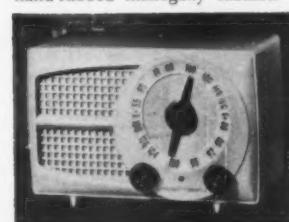


MAJESTIC TV Console

Majestic Radio & Television, Div. The Wilcox-Gay Corp., Brooklyn, N. Y.

Device: Majestic 21-in. TV console No. 21C86.

Selling Features: Features a 21-in. cylindrical face tube; tube and front mask are tilted downward at several degrees from the vertical, eliminating reflected glare; built-in antenna; single knob "eagle eye" tuning; front mask removable, permitting cleaning of tube face and inside of mask; mahogany veneer cabinet.



STEWART-WARNER Radio

Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago, 14, Ill.

Model: No. 9166-A FM-AM table radio.

TIMED right... PLANNED right... PRICED right...
3-in-1 promotion introduces NEW 1953



NORGE UPRIGHT HOME FREEZER

Here's your 3-in-1 PACKAGE...

NORGE 400 pound FREEZER with Jet-Freeze Shelves

- New open-design Jet-Freeze Shelves circulate cold faster, provide ample contact freezing area.
- Thermostatic control holds temperature at 0°—adjusts to 52° below freezing at 90° room temperature.
- Removable 5-position Adjust-a-Shelf gives room for the largest turkey.
- Twin roll-out Handy-Baskets hold 22 pounds each.
- "Air-conditioned" door cuts frost build-up.



**NORGE
HANDY-COOLER**
For frozen food shopping, picnics. Keeps food cold for hours. 4 gallon capacity.

5-YEAR FOOD INSURANCE POLICY

Insures freezer owner for a full 5 years against food spoilage due to mechanical failure.



**Don't delay...
Call your NORGE
distributor for
all details TODAY!**

NORGE

...the line that pays off for the dealer

A DIVISION OF BORG-WARNER, Merchandise Mart, Chicago 54, Illinois

Out of Tomorrow Comes Today's NEW Hotpoint's "Dynamatic 20" CLOTHES WASHER

HOTPOINT FEATURES THAT SELL WASHERS

- Exclusive COUNTERFLO Water Action
- Single WOND-R-DIAL Control for Flexible Operation
- SWIRLAWAY Triple Rinsing . . . Deep Overflow Rinse
- Smooth FLUID-DRIVE Operation . . . No Bolting Down
- Convenient TOP LOADING
- Gentle, Thorough THRIFTIVATOR
- FLUSH-TO-WALL Installation
- Sanitary SOLID-WALL Spin Tub
- Beautiful CALGLOSS Enamel Finish
- Engineered for MINIMUM SERVICE
- Less to OWN . . . Less to OPERATE

With automatic washers accounting for 62% of the industry's \$727 million volume, Hotpoint steps farther ahead with its new amazing "Dynamatic 20" Clothes Washer . . . with all the automatic features women vote most popular. This is the automatic washer that's changing America's home laundry habits. It's loaded with sales dynamite!



Hotpoint

...The Foremost Franchise

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS® • CABINETS

Automatic Laundry Sensation!

Washer and Dryer "Sealed-Chamber" ELECTRIC DRYER



HOTPOINT FEATURES THAT SELL DRYERS

- NO OUTSIDE VENTING Required
- Freedom from HEAT, LINT and MOISTURE in the Laundry Room
- CONDITION-D-AIRE Sealed Drying Chamber
- MIST-O-MATIC Water Spray Condenses Moisture Sealed in Chamber
- Automatic DRAIN PUMP Removes Moisture
- Takes in NO COLD AIR or DUST From the Floor
- Automatic THREE-TEMPERATURE Heat Control
- Automatic Timer With 30 MINUTE EXTRA DRYING Period
- Hermetically Sealed CALROD[®] Drying Units
- Exclusive FLUF-FINS Unfold and Fluff Clothes

Weather or not, Hotpoint's "Sealed-Chamber" Electric Dryer dries clothes with the same SUN-PURE effect as outside drying, but without the drudgery and dirt associated with outside drying. Far ahead in engineering, Hotpoint's Sealed-Chamber Electric Dryer is the perfect home laundry sales companion to the fabulous Hotpoint "Dynamatic 20" Washer.

in the Industry!

Have a talk with the Hotpoint distributor and get on the track to real home laundry PROFITS.

WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS

Hotpoint Co. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

IF IT'S SILEX ... IT SELLS!

... because feature for feature, Silex Products are TOPS ... because The Silex Line is smart, popular, priced RIGHT ... because Silex is backed by powerful advertising in Life, Ladies' Home Journal, Woman's Home Companion, Good Housekeeping ... because the Silex name stands for quality, it's a BUYWORD in today's American home.

SEE SILEX AT THE SHOW!

P.S. NEW gift sets you won't want to miss:
CARAFE AND COFFEEWARMER! HOSTESS-CARAFE!
HOSTESS-COFFEEMAKER.



SILEX Steam Iron

Lightest steam iron in the field — weighs only $2\frac{1}{4}$ lbs. Holds more water, supplies more steam and has more ironing surface than any other. Outstanding value in a gift every woman wants.



SILEX Coffeemakers

Wide choice of smart 2 to 8 cup models trimmed in red, yellow or black. "Coffee-Miser" illustrated, makes delicious coffee in small amounts 2 to 4 cups. Brand new but already a best seller!



SILEX Electric Stoves

Time brewing perfectly, automatically keep coffee at correct temperature. Smart chromium top.

—

Other SILEX Gift Housewares



MIXIE for mixing, serving, storing frozen orange juice

CARAFE for smart coffee serving

COFFEEWARMER that keeps coffee hot by candlelight

FRESHERATOR with vacuum seal for keeping foods fresh up to 14 times longer in the refrigerator.

The **SILEX** Company

HARTFORD 2, CONNECTICUT

In Canada: The Silex Co. Ltd., St. John's, P. Q.

NEW PRODUCTS

RADIOS AND RECORDERS

omatic volume control to eliminate alternate fading and blasting; easily removable back cover for ready access to batteries and tubes; instant play-no warm-up necessary; easy-to-read "on-off" and volume control switch; built-in antenna—no lids to open or flaps to lift; weighs only $3\frac{1}{2}$ lbs. with batteries; overall dimensions 6 in. high, 9 in. wide, 2 $\frac{1}{2}$ in. deep. A battery life-saver switch, for use in strong reception areas, enables part of batteries to "leaf" delivering only the amount of power needed.

Initial models finished in slate gray; 5 other colors will shortly be available: black, ivory, green, tan and red.



EMERSON Portable Radio

Emerson Radio & Phono Corp., 111 8th Ave., New York, 11, N. Y. Device: Emerson personal portable radio, No. 704.

Selling Features: Powered with Emerson batteries which provide 10 times longer playing time than batteries used heretofore; weighs $3\frac{1}{2}$ lbs. complete with batteries; the "B" battery is $67\frac{1}{2}$ -volt battery of alkaline dry-cell type; "A" battery is a new version of the "sealed-in-steel" leak-proof type; other features include built-in ferroloop antenna; clearly calibrated full-vision dial; avc; plastic case with silver and gold trim in a choice of colors.



SENTINEL Radio

Sentinel Radio Corp., Evanston, Ill. Model: Sentinel portable radio available in 4 colors.

Selling Features: 5-tube chassis embodies circuit changes that increases sensitivity and selectivity; new "Ferra-Tenna" iron core rod antenna; weighs $6\frac{1}{2}$ lbs.; colors are Green (345PG), red (345PM), brown (345PW) ivory (345PI).



RCA VICTOR Radio

RCA Victor Div., Radio Corp. of America, Camden, N. J.

Model: RCA Victor Super "Personal" radio No. 2B400.

Selling Features: Features new-type RCA batteries which provides 10 times more playing time; new batteries consist of an alkaline dry cell type "B" battery which delivers $67\frac{1}{2}$ volts, and is used in parallel with 2 newly designed "A" batteries.

Other features include an auto-



EKOTAPE Recorders

Webster Electric Co., Racine, Wis. Device: New portable Ekotape tape recorders No. 114 and 116.

Selling Features: No. 114 plays at $3\frac{1}{2}$ in. per sec.; No. 116 plays at $7\frac{1}{2}$ in. per sec.; sturdy case covered with "no scuff" plastic in black and white; gray mottle-tone top panel with black and silver controls; central control for tape speed and direction; pre-recorded roll of tape packed with each unit; available as extras are a foot switch which stops and starts tape instantly; continuous tape magazine for playing tape over and over without operating controls.



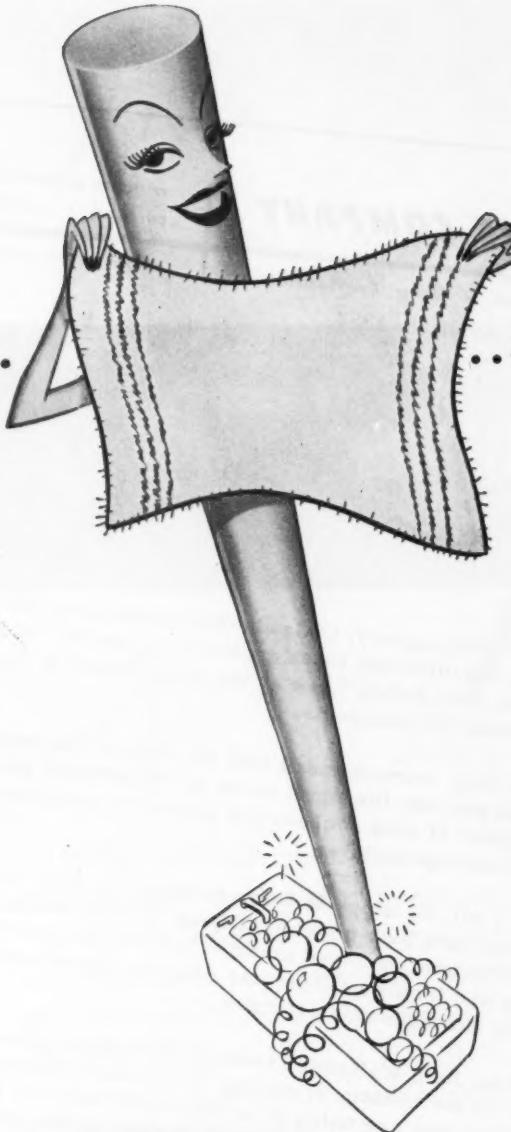
MASCO Tape Recorders

Masco Electronic Sales Corp., 32-28 49th St. Long Island City, N.Y.

Models: 6 new tape recorders.

Selling Features: Full frequency range; in conjunction with duo-motor drive there is a separate idler take-up mechanism for lowest wow and flutter; dual-speeds: 3.75 and 7.50 in. per second with automatic amplifier equalization for each speed; dual-track feature permits up

I'm
hot
stuff...
...in



WATER HEATERS

Here's one of the hottest sales stories of the year. Today, your customers want a water heater that will last. And that's the story of the Dow Magnesium Rod . . . efficient corrosion protection, longer tank life, cleaner, clearer water.

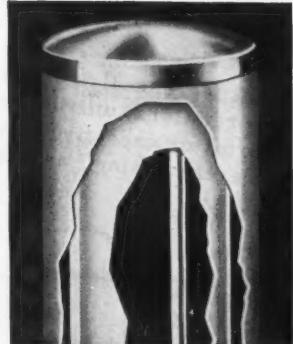
It's the simplest story there is to tell. Corrosion attacks the magnesium rod instead of tank walls. The rod guards against corrosive leaks . . . gives cleaner water.

And it's the most effective story!

Dow pioneered the use of magnesium rods for heater protection. The Dow name is one your customers know and will depend upon.

Try it and see. Ask your water heater manufacturer for a product protected by Dow Magnesium Rods. Then tell your customers the story. You'll see why Dow Magnesium Rods are "hot stuff" in water heaters.

DOW



MAGNESIUM RODS

THE DOW CHEMICAL COMPANY

Magnesium Department • Midland, Michigan

New York • Boston • Philadelphia • Atlanta • Cleveland • Detroit • Chicago
St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada

DOW





FRESH'ND-AIRE COMPANY

A division of Cory Corporation

April 28, 1952

221 NORTH LA SALLE STREET
CHICAGO 1, ILLINOIS

PHONE STATE 2-5420

Mr. Roland A. Werth,
Western Manager
ELECTRICAL MERCHANDISING
520 North Michigan Ave.
Chicago 11, Illinois

Dear Roland:

When our advertising agency, O'Grady-Anderson-Gray, Inc., outlined plans for a new and different sales approach in the fan industry, namely, "Don't Sell Fans, Sell Safety", we at the Fresh'nd Aire Company were very enthusiastic over its prospects.

However, when they recommended that the bulk of the trade announcement campaign be put into the April issue of "Electrical Merchandising" with the full impact of nine consecutive pages, we questioned the concentration of this trade expenditure.

I know that you will be happy to learn as were we, that the results of this impact promotion have been most gratifying throughout the distributor and dealer trade. We have received many actual orders, as well as enthusiastic responses and inquiries from key dealers, department store buyers and distributors throughout the country.

In addition, Mr. John Wallace, Fresh'nd Aire Sales Manager, has advised me that many of the country's leading distributors have picked up this new selling approach and are using it to high-light regional Fresh'nd Aire sales meetings. We know that the impact created by the nine consecutive pages in the April issue of "Electrical Merchandising" was instrumental in accomplishing this activity.

Yes, concentrating in "Electrical Merchandising" has really paid off with inquiries from leading appliance retailers, utilities and department stores -- plus your fine coverage of distributor executives and their salesmen, will continue to keep "Electrical Merchandising" as our most basic trade publication.

Cordially yours,

 J.W. Alsdorf,
 President

JWA:rs

CONCENTRATING IN ELECTRICAL MERCHANDISING

HAS REALLY

Paid Off"

FRESH'ND-AIRE proves that a consistent, full schedule in ELECTRICAL MERCHANDISING is more effective and less costly. Advertising duplication in a number of secondary publications is expensive. If you now use five publications concentrate in the two leaders in the field. You'll get 84% coverage. You'll save 54% of the money you are now spending. The money you save can work more effectively elsewhere.

Follow the example of satisfied advertisers in ELECTRICAL MERCHANDISING. Do what FRESH'ND-AIRE does. Give ELECTRICAL MERCHANDISING the top spot in your trade advertising plans. It will help you improve distribution and cut sales costs. More dealers and distributor executives buy it than any other appliance-radio-TV publication. ELECTRICAL MERCHANDISING, the Industry's Best Seller, reaches the Best Sellers in your Best Markets. Use it regularly for best sales results.



ELECTRICAL
MERCHANDISING



SERVING THE

APPLIANCE-RADIO-TV

INDUSTRY

★ A McGRAW-HILL PUBLICATION • 330 WEST 42nd ST. • NEW YORK 36, N.Y.

The improved CADILLAC clicks with every type of homemaker!



Squeamish type. Never wants to see the dirt, once it's in the bag. Buys Cadillac because DUST BAG IS DISPOSABLE. No dirty bag to empty.



DIRT DETECTIVE

Looks for trouble. Hard to handle—unless you handle Cadillac. Show her how Cadillac gets ALL the dirt from floor to ceiling. She'll like Cadillac's new floating-brush nozzle that THOROUGHLY CLEANS deep pile rugs, sculptured carpeting.



HOUSEWORK HATER

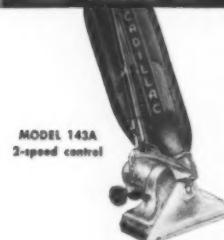
Wants her house CLEAN, but thinks cleaning house is for the birds. Buys Cadillac because Cadillac cleans fast, thoroughly, EASILY — leaves more time for living.

Counts pennies—and makes pennies COUNT. Picks Cadillac because it's the PRICE winner in the QUALITY class.



Buy with her EYES. Goes for Cadillac's sleek, modern design, smart color.

SEE THESE UP - TO - THE - MINUTE FEATURES



For more than 40 years,
sold only by reliable
dealers and distributors.

CLEMENTS MFG. CO.

... at the Nat'l. Housewares Show,

Atlantic City, July 7-11.
BOOTH 268

- NEW DISPOSABLE DUST BAG
- NEW "floating brush" floor nozzle
- NEW color—silver grey Hammerloid
- NEW "snap-back" handle
- NEW toboggan-type runners
- NEW bayonet locking device on attachments
- NEW simplified filter
- Plus**
- 2-speed control: HIGH for deep-down cleaning; LOW for delicate fabrics.

Dept. A, 6666 S. Narragansett Ave.
CHICAGO 38, ILLINOIS

NEW PRODUCTS

RECORDERS . . . AND BRIEFS

to 2 hrs. recording on a 7-in. reel.

3 models, 52R, 52LR and 52CR, have built-in AM tuner; two have carrying case—52 and 52R; 2 have self-contained metal cover—52C and 52CR; 2 have no cover.

cords 2 hours on each reel of tape; automatic erase; lightweight; portable; complete with microphone, radio attachment cord; 2 reels, (one with tape) and carrying case.



COLUMBIA Record Player

**Columbia Records Inc.,
799 Seventh Ave., New York, 19, N.Y.**

Device: New Columbia 3-speed record-playing attachment, No. 105.

Selling Features: A high-compliance or "soft" cartridge with an all-purpose needle permits the single needle to give good tracking on 33 1/3, 45 and 78 rpm records; another feature is a 30 percent decrease in needle pressure on record, due to use of light-weight arm and a single needle slightly larger than those used on most record players; equipped with an Alliance motor, an Astatic arm and cartridge mounted on a mahogany-finish case; requires only setting of a speed shift lever to change turntable speeds; special washer supplied to fit large center hole of 45 rpm records; all-purpose needle is replaceable.



RCA announces a new radio "B" battery and an especially designed "A" battery which will enable "personal" type portable radios to play up to 10-times longer without change of batteries. The "B" battery RCA VS216 is a 674-volt battery of the alkaline dry-cell type. It is 22 percent smaller than present comparable batteries. The new "A" battery RCA VS236, is a redesigned version of the popular "sealed-in-steel" type RCA VS036. It is less than twice the length of the VS 036 and gives 4-times the playing hours.

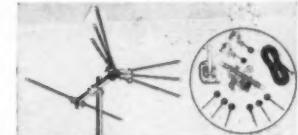


REVERE Recorder

Revere Camera Co., 320 E. 21st St., Chicago, 16, Ill.

Device: Revere "Balanced-Tone" tape recorder No. T-700.

Selling Features: New sound system reproduces every sound with depth of tone and breadth of ranges; "Balanced-Tone" control coordinates amplifier and acoustic system response to provide realistic tone; wide frequency response (80 to 8,000 cycles per second) ultra-high fidelity; automatic, simplified key-controls record, play or stop at slight finger pressure; Index Counter provides complete selectivity and instant location of any part of recorded reel; new high-speed forward and rewind lever; re-



The JFD Mfg. Co., Inc., announces a new bracket design and riveted boom construction in their new JFD "Quik-Rig" pre-assembled Vee-Beam antenna. The twin booms of Q800 and Q801 are riveted together through an oversized Bakelite insulator, thus the booms cannot slip or slide and will never turn. The Q800 delivers a gain of 7 1/2 db; and the stacked array, Q801 brings in a gain of over 11 db.

Achieved in the tradition of Quality



ZENITH
Proudly Announces
THE ROYALTY LINE

WITH THE NEW "K-53" CHASSIS AND SUPER-AUTOMATIC STATION SELECTOR

*The Finest Television Receivers
Ever To Bear The Zenith Name*

It's here—after two years of research and planning—the line destined to make profit history! We think it's the best-looking, best-performing TV line ever developed . . . and tests and comparisons bear us out.

There's the new "K-53" Chassis—so powerful, so superior to anything the TV industry's ever known—that its million-dollar cost to us was more than worth while. There's the amazing Super-Automatic Station Selector—the quickest, most satisfactory provision for adding UHF ever devised. And there are scores of other miracle new TV features.

See this great new line at your Zenith Distributor's. Note the wide range of decorator styles. Check the power and sensitivity of every set. Then look at those low price tags! Yes, this year your every customer can afford Zenith Quality TV—at prices starting at \$199.95, including tax and warranty.

Plan now to get behind 1953 Zenith TV—the line that has everything. It's a *direct line* to profits.

T2224B



ZENITH RADIO CORPORATION, Chicago 39, Illinois

ELECTRICAL MERCHANDISING—JULY, 1952

PAGE 137

**the most
tremendous
advertising
campaign in
freezer history
for**

**Amana
FOOD FREEZERS**

...and YOU

THE Amana PLAN

Amana Refrigeration, Inc. has available for Amana Dealers the most complete "freezer-food" promotion ever offered the industry. From getting the prospect to closing the sale, the Amana Plan gives you every aid with pre-tested and proven material. Advertisements, radio commercials, TV presentations, and included is the 26 page Amana Plan salesmen's book in full color which, in logical conclusive terms, sells Amana freezers.

**They Sell Best
Because They
Are Best!**

The Amana story is being told to 50 million readers. From coast to coast in Life, McCall's, Good Housekeeping and other national magazines people are learning that Amana Freezers outperform all others — that they are proven best by laboratory test. On radio too, over 550 stations of the Mutual Broadcasting System, the pre-eminence of Amana Freezers is brought home to your prospects. Three times a week Amana presents the Paula Stone Show over the entire Mutual Broadcasting System to 30 million listeners. The local commercial is available **FREE OF CHARGE** to Amana dealers. Cash in on this tremendous campaign, it can sell for you.



CONTACT YOUR AMANA DISTRIBUTOR FOR DETAILS ON HOW YOU CAN CASH IN ON THE GREATEST PROMOTION IN FREEZER HISTORY

**This Full Page Advertisement in LIFE, McCALL'S, GOOD HOUSEKEEPING Magazines
REACHES 50 MILLION PROSPECTS! Are you ready to fill their demands
for an *Amana* FREEZER?**

Amana UPRIGHT FOOD FREEZER

Outperforms All Freezers Tested

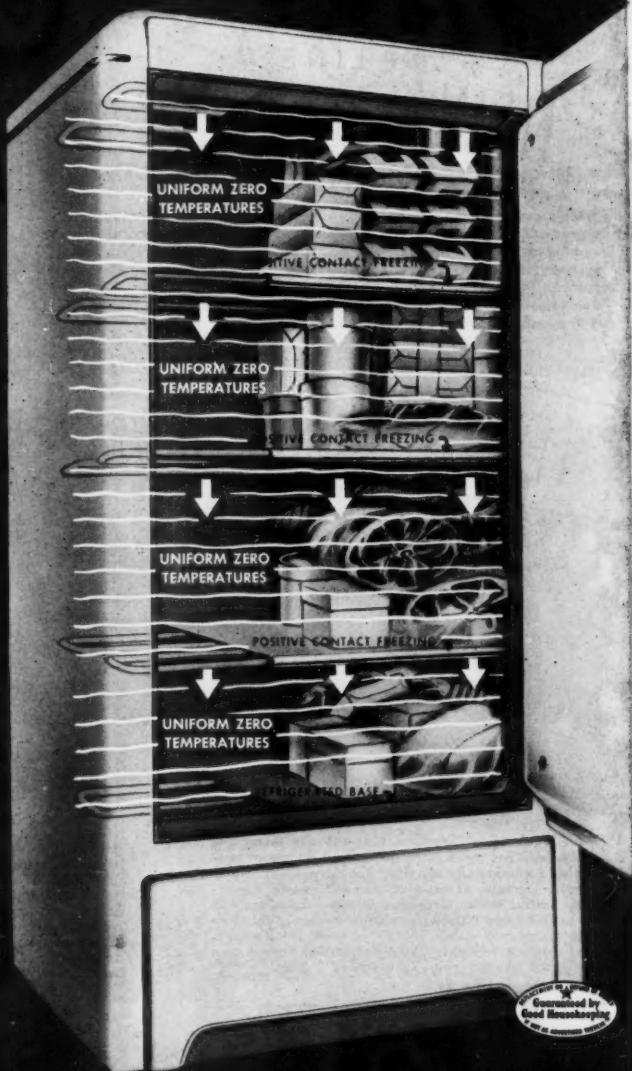
Freezes faster

*

Maintains uniform
temperatures throughout

*

Costs less to run



Amana

"BACKED BY A
CENTURY-OLD TRADITION OF
FINE CRAFTSMANSHIP"

BEFORE YOU BUY ANY FREEZER, LET YOUR AMANA DEALER SHOW YOU THE RESULTS OF INDEPENDENT LABORATORY TESTS WHICH PROVE THAT THE AMAZING AMANA UPRIGHT OUTPERFORMS ALL OTHER FREEZERS TESTED.

ANNOUNCING

3 new smash hits IN THE Arvin LINE

NEW

Arvin Coffee Perk

World's levellest coffee maker! Beautifully finished in gleaming chrome. Fully automatic. Makes as few as 3 or as many as 9 cups of perfect coffee. Holds serving temperature indefinitely—won't "creep" or build up to repercolating temperature. Safety control prevents accidental burning out if water is forgotten. Range-type heating element, longer lived, trouble-free. Wide top and wide recessed pump well for easy cleaning. Roomy handle, non-drip spout. Guaranteed for one year.



NEW

Two 1650-watt fan-forced Arvin heaters



Model 5600 Arvin Automatic, King-size and Thermostatic Controlled! Set thermostat for desired temperature—heater automatically shuts off and turns on to maintain it. Operates at either 1320 or 1650 watts. Range-type heating units. Combines fan-forced and radiant heat. Safeguard Safety Switch automatically cuts current if heater is upset. No TV or radio interference. Red glow signal light. Beautiful bronze finish, ivory plastic trim. Guaranteed 1 year. \$3495



Model 5100 Cool-R-Hot Fan Heater, 1650 watts! An extra capacity heater that develops 5600 B.T.U. and moves 200 cu. ft. of warm air per minute. Or a powerful fan in summer that moves 600 cu. ft. of cool air per minute. Big 8-inch air-scoop fan of exclusive design provides greater air velocity. Head adjustable to any position. Safeguard Safety Switch. No TV or radio interference. Finished in bronze with bright metal base. Underwriters' listed. \$2195

Plus:

There's still time for you
to be an EARLY BIRD



Place your order for Arvin heaters any time up to Sept. 1 and receive a free Arvin All-Purpose Folding Chair as a bonus! One chair given with order for twelve 1320-watt heaters or equivalent. Freight prepaid. Get all the dope from your Arvin distributor now!



2 Arvin
Electric Cooks
\$24.95 and \$29.95



4 Arvin
Electric Irons
\$9.95 to \$12.95



6 Arvin
Electric Heaters
\$11.40 to \$21.10

and Arvin
Automatic Toaster
\$22.95

Electric Housewares Division

ARVIN INDUSTRIES, Inc., Columbus, Indiana

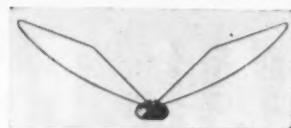
(Formerly Mobilit-Sparks Industries, Inc.)

NEW PRODUCTS

BRIEFS



Brociner Electronics Laboratory, 1546 Second Ave., New York announces a new CA-2 input control amplifier. It is self-powered, remote preamplifier providing the following controls: an input selector, bass boost and cut control, treble boost and cut-off control, volume and on-off control.



Telrex Inc., Asbury Park, N. J. announces an indoor antenna for use on top-of-set, known as "Bat Wing." Aluminum elements are mounted on tip-proof base.

Six new "Ward Signline TV Antennas" are announced by the Ward Products Corp. Div. of The Gabriel Co., 1523 E. 45th St., Cleveland 3, O. The line consists of an antenna for every application: "U-Vee," is their first combination UHF-VHF antenna. "Trombone," has gains up to 10 db in a single bay; "Lucky-4, a conical antenna using a new principle; "5-Star", a 5-element yagi with a radar-proven T-match; "Muskeeteer", a triple driven, broad-band yagi that has high gain on channels 3, 4, 5 and 6; and "Zip-Hi" telescopic mast, constructed of Permatube and provided in 2, 3, 4 and 5-section models, including a self-locking feature that prevents collapse of the mast during assembly.

JFD Mfg. Co., Inc., of Brooklyn has revised its "Tenna-Pak" line, 7 new "Paks" have been added to the original group of 5. Included in the new line are special "JeTenna-Paks" which include the fan-front conical in each carton, along with the "JeTenna" single and stacked 8-element conicals, folded dipole antennas, hi-lo folded dipoles, inline hi-lo antennas both single and stacked, and the new "Quik-Rig" vee-beam antennas.

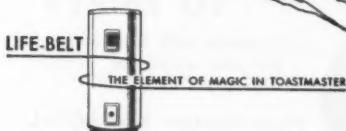
A complete line of UHF antennas has been announced by Technical Appliance Corp., Sherburne, N. Y., manufacturers of TACA antennas. The line will include sharply-tuned designs for high-gain in outlying areas and broader-band models for areas not requiring the additional gain.

DIVIDENDS... for Toastmaster Water Heater Customers and for you... GREATER PROFIT!

Almost every customer has invested a *fortune* in plumbing equipment—expensive bathroom and kitchen fixtures, miles of pipe, costly laundry facilities. And only the *finest* of water heaters can make such big investments pay maximum dividends . . . in perfect, lasting hot water luxury!

Whether your customer calls for gas or electric water heating, you have a Toastmaster* Water Heater to sell . . . and either can offer the superior service he wants!

Every Toastmaster Water Heater is designed and built to give your customer maximum dividends in trouble-free satisfaction . . . and greater profit for you!



*Toastmaster, Life-Belt and Ionodic are trademarks of McGraw Electric Co., makers of Toastmaster Water Heaters, Toastmaster toasters and other Toastmaster products. Copyright 1952, by McGraw Electric Co., Chicago.

THE ORIGINAL LIFE-BELT® ELEMENT
Always efficient . . . no lime, no scale!
OPTIONAL IONODIC® MAGNESIUM ROD—Helps prevent rust inside the tank!

LIBERAL TEN-YEAR SERVICE WARRANTY—Keeps service costs at minimum.

CONVENIENT EXTERNAL CONTROL DIAL—Fingertip control . . . 120° to 170° F.

FULLY INSULATED WITH FIBERGLAS—
A heavy blanket . . . keeps heat inside!



ROBERTSHAW-GRAYSON UNITROL SENIOR—The finest . . . so efficient, so safe!

FAST, ECONOMICAL EXTERNAL FLUE—Quick recovery, greater efficiency!

LIBERAL TEN-YEAR SERVICE WARRANTY—Saves money for you and your customer!

OPTIONAL IONODIC MAGNESIUM ROD—Helps prevent destructive corrosion!

TOPS AND SIDES FIBERGLAS INSULATED—Minimum heat loss . . . lower costs!



MCGRAW ELECTRIC COMPANY • CLARK DIVISION • 5201 W. 65th ST., CHICAGO 38, ILLINOIS

ELECTRICAL MERCHANDISING—JULY, 1952

PAGE 141

Profits for You NOW



TWO ROYAL SUMMER DEALS

That will give you real volume and
big profit on a small investment

And a genuine bargain for your customers too—the kind
of a bargain they'll broadcast to their friends.

Includes ROYAL Model 235C cleaner with motor
driven brush, headlight and all other important ROYAL
features—full set, Model 245 Cleaning tools and the
famous ROYAL motor driven floor polisher.

HERE'S THE DEAL *All three
only*

Model 235C Cleaner, regular price . . . \$58.30
Model 245 Cleaning Tools, regular price . . . 17.95
Model 123 Floor Polisher, regular price . . . 7.95

Total Retail Value \$84.20

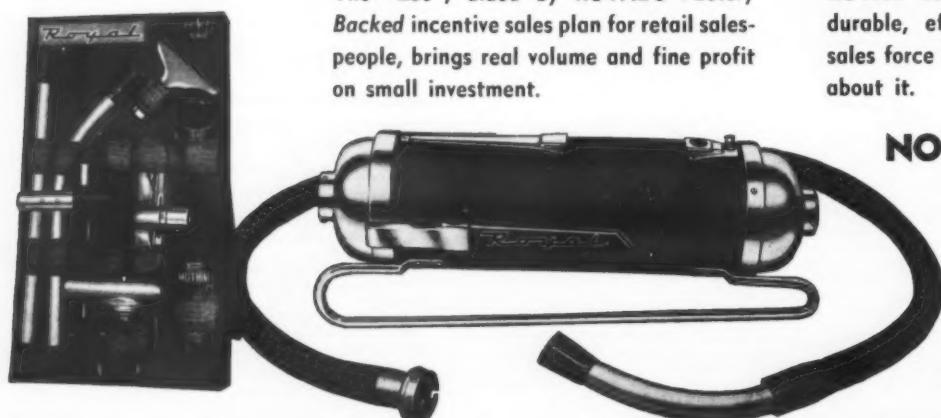
Your customers save 24.25 **59⁹⁵**

ROYAL Model "280"-A Big, Powerful "TANK"

with a "Factory Backed" Selling Incentive Plan for Retail Sales People!

The "280", aided by ROYAL'S Factory
Backed incentive sales plan for retail sales-
people, brings real volume and fine profit
on small investment.

ROYAL "280" is a fine cleaner—powerful,
durable, efficient. Both you and your
sales force will be more than enthusiastic
about it.



NO DUST BAG TO EMPTY

Complete with tools and a
generous supply of "Toss
Out" paper dust bags.

Please Contact Your ROYAL
Distributor

ROYAL VACUUM CLEANER CO.
CLEVELAND 8, OHIO

TRADE REPORT



TED WEBER, JR.

Figures Don't Lie . . . But Optimism Grows

TV output off, stocks up but factories, dealers hope for better days

To the person who relies solely on charts, production figures and inventory data (see table below), the first five months in the TV trade in 1952 bear an unfortunate resemblance to the 1951 pattern.

In 1952, as in 1951, production turned downward in April and May while factory inventories went shooting upward. The fact that the output drop and inventory rises were relatively less abrupt in 1952 than in 1951 was slight consolation to a trade which had started the year in a depressed condition.

But as the middle of June approached, there were elements of optimism in the TV trade which to some extent counterbalanced the rather bleak statistical picture.

Manufacturers put on some show of good spirits as they introduced their new lines—in several cases more complete lines than had been shown in some time. And dealers and distributors in some areas hoped sales would pick up with the opening of the political campaigns.

Statistically, however, there was little in May's production figures to breed any optimism. The month's total of 370,000 units was higher than April but was based on a five-week period. On a weekly basis, output had coasted from about 100,000 a week in the early months down to between 60,000 and 70,000 weekly in May. Radio was in somewhat the same situation; in most cases the long May month produced figures better than in April. Home radio output went from 286,000 to 340,000; portables rose from 110,000 to 165,000; auto radios went from 275,000 to 335,000; and clock radios fell from 176,000 to 139,000.

But there were other straws in the wind beside production figures. Admiral vice-president Wallace C. Johnson revealed that his firm's TV sales in May were 24 percent higher than in the same month a year ago. And, said Johnson, dealer inventories were at their lowest figure in 12 months.

Dealers and distributors were cautiously optimistic too. In Columbus, Ohio, a distributor salesman reported a pick-up during the first 10 days of June. Dealers and distributors in Detroit, Cleveland and Columbus were all hopeful the political conventions and campaigns would bolster TV sales.

April appliance output falls; picture may have improved since then

April appliance-radio-TV production usually lags behind March figures.

If you keep that in mind while examining this year's April production figures (the latest available as this was written), things don't look as bad as they might.

It's true that the only appliances not showing production cutbacks in April were freezers, and that this product was up only slightly.

But, although figures to prove this weren't available, there were indications that some long suffering segments of the appliance trade were making a recovery in late May and early June. Particularly was this so in refrigeration, as several manufacturers reported with cautious optimism that their sales had picked up. At retail, June's hot weather was expected to have its usual stimulating effect on refrigerator sales.

Appliance Story. Refrigerator production in April slumped to 255,000 from March's 298,000; in 1950, April production was 546,000, in 1951, 445,000 units. The current April fig-

ure is almost 43 percent behind April a year ago and four months production is 43 percent behind 1950.

Range production dropped sharply from March's 95,000 to 70,000 in April. This compared to 133,000 in April of 1950 and 123,000 in April of last year. Four months totals were 42.5 percent behind 1951.

Water heater output almost held even with the March figure, but finally slipped backward to 45,295 (compared to 46,167 in March). This was considerably behind 1950's total of 62,400 and 1951's figure of 70,700. Four month output was 40 percent behind 1951.

Washers also slipped behind the March figures. April output was 217,000 units, about 41,000 less than March, 116,000 less than April of 1950 and 75,000 behind April of 1951. Four month totals were 29 percent behind 1951.

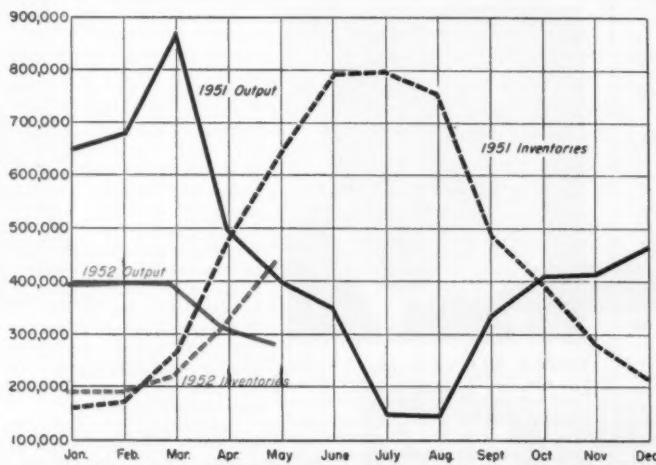
Ironers experienced a sharp setback, dropping from almost 14,000 in March to 8,938 in April. This was 22,000 behind the same month in 1950 and 15,000 behind April last year.

Vacuum cleaner output in April was 73,000 behind March, 10,000 behind April last year and 75,000 behind April, 1950. But the four month total is still only eight percent behind 1950, one of the best showings of any appliance.

Freezers and dryers represented the only cheerful aspects of the appliance production picture. Freezer output edged upward 1,500 units to 53,840, still slightly more than 16 percent behind April of last year. Dryers dropped 5,000 units to 36,109, but even this reduced figure was nine percent ahead of last year and the four month drvr total was 14.5 percent ahead of 1950.

IS THE TELEVISION INDUSTRY REPEATING ITSELF?

In 1952, as in 1951, production at the end of the fifth statistical month of the year is headed downward----and factory inventories are moving upward.



Production shown for March and May of 1952 has been adjusted downward for purposes of comparison with January, February and April. March and May output was actually 25 percent higher than indicated since both months contained five weeks.

	RANGES	WATER HEATERS	HOME FREEZERS	DRYERS
January				✓
February				✓
March	✓	✓		✓
April	✓	✓		
May	✓	✓	✓	
June			✓	
July			✓	
August				
September	✓			✓
October	✓			✓
November	✓			✓
December				

THIS IS THE TIMETABLE for coordinated appliance promotions suggested by EEI's dealer coordination committee

Concentrating Your Fire

Dealers can sell more appliances if utilities coordinate their promotions, an EEI committee reports as it recommends advertising timetable for 1953

Dealers can sell more low-saturation appliances if utilities arrange to promote the same appliances at the same time.

That's the thinking behind recommendations made recently by the dealer coordination committee of the Edison Electric Institute. The EEI group has drawn up a time-table for 1953 promotions on ranges, water heaters, home freezers and dryers. A utility conforming to the EEI recommendations, for instance, would promote ranges in March, April, May, September, October and/or November. It's the hope of the EEI group that consumers will be hit by similar promotions at the same time by utilities in neighboring key cities and by manufacturers, distributors and dealers who can concentrate their advertising to coincide with that of utilities.

The campaign months specified in the chart above are somewhat longer than the periods usually considered effective for such promotions. This will allow for regional deviations to develop within the overall time-table, deviations made necessary by climate, economic conditions, the supply of appliances and power.

As a recommendation for its plan, EEI pointed to the success of the spring promotions on electric housewares and the May promotion of the Water Systems Council.

In drawing up the timetable, the committee took into consideration the 1952 promotion pattern of a number of utilities and the seasonal sales curves compiled by a number of firms.



SURROUNDED by Apex merchandise, president C.G. Frantz tells eastern distributors at one of a series of meetings throughout the country that the vacuum cleaner, portable dishwasher and automatic washer introduced last January in Chicago are now in full production.

Who Sells Appliances?

Specialty appliance dealers are probably handling a larger share of the industry's sales than they realize

"Today," R.A. Demmer, marketing and organization manager for Nash-Kelvinator, told a University of Michigan conference recently, "the department store's share of refrigerator sales is still waning. Furniture stores are holding position at 18 to 20 percent; utilities, turning their attention to newer appliances, are probably down to less than 5 percent. Mail order houses, because of the trade-in problem which also bothers department stores, are probably selling a lower percentage. Appliance dealers are gaining

position, doing approximately 45 percent of the total; and tire chains, an entirely new type of outlet for the business, are taking 6 to 8 percent."

It was not always like this, Demmer said. In 1930 half the refrigerators were sold by distributor-owned retail stores, while electrical stores accounted for 30 percent and utilities 20 percent. Distributor owned stores became a minor factor in the 1930's, and during this period the department store and mail order chains challenged appliance specialty stores.

Utility Man Retires



RALPH S. BELL, for 32 years a leading figure in the public utility merchandising field, has retired as director of merchandising consultation for Commonwealth Services, Inc (the former Commonwealth & Southern Corp.). Bell developed numerous sales campaigns and compensation techniques which have been widely adopted. In 1936 alone his firm had total appliance sales of over \$17 million.

Cooling the Loop

Chicago, which once thought its summers so cool that air conditioning was unnecessary, is this year exposing the public to an all-summer room cooler show.

Held in the Electric Shop of Commonwealth Edison Company, in the heart of Chicago's Loop, the display of air conditioning and room cooling equipment occupies some 4,000 square feet of space.

A 60-gallon tank containing goldfish dramatizes the amount of moisture taken out of the air by a 3-ton room cooler in one week. A huge cake of ice dramatizes the amount necessary to reduce the temperature in a room.

Puppets, magic, ice sculpture, and a miniature theater entertain the public, attracted by advertising in the metropolitan dailies.

Cooperating with Commonwealth Edison are Carrier, Crosley, Fedders, Frigidaire, General Electric, Mitchell, Philco, RCA, Remington, Vornado, and York. More than 50 models of these appliances are on display.

Let a Chill Chest Distributor Salesman Tell You About it

FASTER FREEZING
INTERIOR
FOOD-WALLS
MAKE CHILL CHEST
THE LINE THAT SELLS



... get the inside facts about this outstanding line of 8, 15 and 23 Cu. Ft. DeLuxe Chill Chest Freezers. Find out about the Fast-Freezing feature and the new Miniature Demo-Kit that gives a complete Prospect-Selling Story . . . It tells, sells, convinces! Join the fast growing family of Chill Chest Dealers who are breaking freezer sales records in their areas. Write, wire or phone us today!



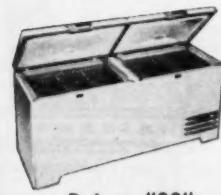
"15" Cu. Ft.
DeLuxe



Economy "15"



DeLuxe "8"



DeLuxe "23"



Nationally Advertised . . . Approved by Good Housekeeping — The Chill Chest Freezer Line and Selling Plan is the profit-making plan.

FOOD FREEZERS *by Revco*

REVCO, INC. DEERFIELD, MICHIGAN



...but which

... it isn't enough to

Perhaps you're an Ad Manager or an agency man working on an appliance-radio-TV account. You think it essential for your trade advertising to get department store coverage. You're right. Department stores average 15% of the national appliance-radio-TV sales volume.

You want department store coverage in your trade schedule and you should get it—but wait. What is department store coverage? A department store is a beehive of retail activity. Obviously you aren't interested in the *whole store*—only one department. The toy buyer doesn't interest you—nor does the corset buyer. You're interested only in the departments that sell

SERVING THE APPLIANCE-RADIO-TV INDUSTRY

department?

say "GET ME DEPARTMENT STORE COVERAGE"

appliances and radio-TV sets.

Let's look at the appliance-radio-TV departments—the ones *you* want to cover.

More major appliance, electric housewares and radio-TV buyers in department stores buy ELECTRICAL MERCHANDISING than any other trade magazine. They buy ELECTRICAL MERCHANDISING for ideas which sell *your* product. They are the buyers in department stores that interest you and NO OTHERS.

If all of the department store buyers important to you read ELECTRICAL MERCHANDISING, where

is the rest of its circulation? Right where you'd like it to be. All of the people who sell your product . . . appliance-radio-TV stores, furniture and hardware stores, electric utilities and other merchandisers of appliances and radio-TV sets . . . read ELECTRICAL MERCHANDISING. More of them buy ELECTRICAL MERCHANDISING than any other trade publication. ELECTRICAL MERCHANDISING is read by appliance-radio-TV dealers and NO OTHER DEALERS!

Yes, this leading publication in its field, the industry's Best Seller, reaches the "Right People" in department stores . . . and the rest of the appliance-radio-TV world along with it!

ELECTRICAL
MERCHANDISING

A McGRAW-HILL PUBLICATION, 330 WEST 42nd STREET, NEW YORK 36, N.Y.

MANUFACTURERS



DORMEYER'S Archambault, right, and Allesee have successfully parlayed an . . .

Old Name, New Ideas

That's the formula which has paid off for Dormeyer Corp. which this month moves its heretofore scattered operations into a new centralized plant

By conventional standards, a good measure of a firm's success is its expansion from one plant to many.

But this month Dormeyer Corp., old-time Chicago electric housewares manufacturer, will give up eight separate factories and consolidate its operations in a single building—and by so doing will give physical expression to the growth the company has enjoyed since the present management took over in 1944.

Nor is the company's move to bigger, more efficient quarters the only evidence of its growth in the past eight years. Heavy advertising and effective merchandising have made the Dormeyer name a familiar one to both the trade and the public—and the company's comparative standing in the mixer sales race has advanced correspondingly. And as the company has built its share of the mixer business, it has also broadened its base in the electric housewares field. It already markets a toaster and blender, and in 1950 added a deep-fat fryer to its line. There are other new products on the drawing board, at least one of which will probably be introduced before the end of the year.

The Background. The company's current success can be traced in some degree to the firm's early origins as a pioneer maker of electric food mixers. But to a much larger degree the things that have been happening to Dormeyer have happened since Jim Archambault took over in 1944.

Dormeyer was among the earliest firms to market mixers for the home, entering the market in 1921. (Up to that time, electric mixers were confined to large-scale commercial models for use in restaurants and in-

stitutions.) A considerable part of the firm's production went to private brand business and brand tabulations in the late 20's and early 30's do not show Dormeyer among the leaders. In 1941 production was suspended because of the war and it was this operation, which had been at a standstill for over three years, that Archambault took over in 1944.

Archambault was brought up in the tool business and had founded a number of successful firms during the War. He was, however, a stranger to the consumer durables field—a fact which has never particularly bothered Archambault since he believes in doing things his own way. He has, for instance, not looked at any estimates of industry-wide production since 1945 when he took a look at one set of statistics, registered his disagreement, and proceeded to act on his own convictions.

Organizing the Team. Dormeyer Corp., today, is not, however, a one-man operation. Archambault has assembled a small group of experts on sales, production and fiscal operations and let these "team members" carry the responsibility for the operation. Archambault's personality, however, dominates the business. He and his partner can (and very often do) make instant decisions without reference to a number of administrative officers or a board of directors. It is Archambault who lays down the goals which "team members" must achieve.

The Team. To the distributive end of the appliance trade, Allesee is by all odds the best known member of Archambault's team. This recognition within the trade dates from the time Allesee joined Dormeyer. A re-

tailer for 20 years before the war, Allesee's retail experience has colored his attitudes as a sales manager at the manufacturing level. The precepts of "customer service" which he learned over a counter have been transferred to the Dormeyer electric housewares business. The company's "liberal and human policy" on repairs and returns has resulted in an impressive volume of "thank you" notes from Dormeyer owners.

This year's slower sales don't particularly worry Allesee (nor do they bother Archambault, who expects his sales manager to meet his quota despite a lagging market). He thinks that some sort of normalcy has returned to the business with the return of the buyer's market. In fact, he's inclined to define normal selling in terms of a buyer's market. He feels that changing conditions require new approaches—and he is convinced that the Dormeyer organization is in a particularly good position to adapt itself quickly to these changing circumstances.

The company's sales records for the past eight years give Allesee some basis for his confidence. The company has risen from far down the list on consumer brand surveys to near the top.

Other members of Archambault's team are general manager Nicholas Malz, treasurer Helen Askins, who has been with the firm since Archambault took over, and service manager Paul Roth.

Now that the firm has centralized its operations in one plant, Archambault is shooting for bigger stakes. Not content with the gains his firm has made in the past eight years, he plans on taking a bigger and bigger chunk of the mixer and electric housewares business.

Medal for Du Mont



DECORATION carrying with it the rank of chevalier in the National Order of the Legion of Honor was awarded to Dr. Allen B. Du Mont in late June by French consul-general Jean de Lagarde. Honor was based on service Du Mont rendered Allied cause during World War II and for his contribution to commercial relations between the countries.

Dorby Changes

A reduction in price of one of its broilers and the elimination of a second from its line were announced by the Dorby Co. last month in a series of merchandising changes effective June 1.

The B-51 broiler retailing at \$29.95 was cut to \$24.95 and the B-50 model was discontinued, although the firm said special requests would be honored until a "small stock" was exhausted.

The firm said that Grand Sheet Metal Products Co., Dorby's parent organization, is working on new ideas and products which, when developed, will supplement the broiler.

Hotpoint Lays Its Plans

Chicago firm becomes a division of G-E rather than an affiliate and announces its plans for producing refrigerator line in its own plant

Within a year Hotpoint plans to have its own refrigerator factory turning out pilot runs, John C. Sharp, newly-elected president of the firm said recently. The refrigerator lines (with an annual capacity of 350,000 units) will be located in Hotpoint's Cicero defense factory. Plans for erecting a refrigerator plant on a 400 acre site on Chicago's southwest outskirts have been temporarily shelved.

The Cicero plant was originally designed to turn out refrigerators but was altered before completion to handle production of jet engines. Rescheduling of defense contracts now allows civilian output as well as a continuation of government work.

The Hotpoint move to its own refrigerator plant will mark one of the last steps in the divorce of G-E and Hotpoint production facilities. Another step will be completed when G-E moves into its own range plant in Louisville, Hotpoint will then produce only its own ranges in its new Chicago range plant.

The Hotpoint corporate name has been changed to Hotpoint Co. and the firm is now regarded as a division of General Electric, rather than as an affiliate. Sharp emphasized that these changes would have no effect on the company's operation and that the firm would continue to operate as an independent company.

The 400 acre site which was to have housed a refrigerator plant may eventually be the location of a factory where home laundry appliance production can be consolidated. It could also house production facilities for several new appliances, Sharp said.

The new refrigerator plant will be the first of its kind to be placed in operation in the Chicago area for 20 years and the largest in the nation since the end of World War II. The opening of the refrigerator facility will allow Hotpoint to integrate its engineering, manufacturing and production services that have been centralized in Chicago. It will allow mixed carload shipments.

SERVICE

Public Praise

Characterization of television servicemen as "gyps" and "gougers" does not correspond to the experience of 5,000 set owners who have a high opinion of the work performed by their own servicemen.

The survey of the 5,000 set owners was conducted by Elmo Roper for RCA Service Co. in an effort to determine what the general public felt about television service. A large proportion (86 percent) were satisfied with the service work that had been done on their sets. Only seven percent expressed dissatisfaction, 68 percent thought the work was "really good" and 18 percent thought it "fairly good."

Two out of three customers interviewed felt that service charges were "entirely reasonable."

Service Sells

Competitors can "out-advertise, out-discount and out-giveaway" almost anyone, but the dealer who maintains a dependable service staff will enjoy repeat sales from old customers and pre-sell new customers.

That's the message Hotpoint had for over 200 distributor service and sales managers recently during a series of five regional distributor management meetings held in New York, Chicago, Atlanta, Dallas and San Francisco. Product service representatives told those attending the meetings that service can be profitable business both in and out of warranty and should not be a "necessary evil."

Product service manager John G. Praetz told the group that the advent of automatic appliances has caused a natural rise in service. He emphasized that this did not signify a decline in appliance quality but rather an increase in the complexity of design.

Michigan Meeting

Federal, state and local officials were included among speakers at a meeting of over 700 southeastern Michigan television sales, service and management personnel recently in Detroit. The activities of organizations such as the Television Service Assn. of Michigan and the Assn. of Radio-Television Technicians of Michigan were commended by speakers during the meeting.

Michigan's governor, G. Mennen Williams, urged industry members to cooperate with one another and to police their own industry. A similar sentiment was voiced by Detroit assistant corporation counsel Nathaniel Goldstick who warned that the alternative would mean policing by those outside the industry. "This," he added "we do not want to do."

Other speakers included Horace W. Gilmore of OPS, Wayne County prosecuting attorney Gerald J. O'Brien, Harry Gensler of GESCO, Al Weiss of TSA, Herman Rosen of RTTM and Harold Chase of TSA. O. H. Lyons was chairman.

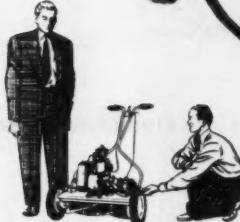
when they talk "mow" it's

HOMKO



Reel Type
and Rotary

power mowers and Lawn Sweepers



Powered By Nationally
Known, Easy Starting,
2 and 4 Cycle Gas Engines

New Reel Type Mowers
— available in 18" to
30" walking and riding
types. Easily maneuverable,
sturdily built, finest
features today.



Rotary Power Mowers
— available in 16" to
20" gas and electric
models.



Fold Away Lawn
Sweeper — 24" width,
extremely large 6½
bushel capacity. Sturdy
bumper guard and fold
away flat feature.



Nationally Advertised to 45 Million in 15 Big, Powerful Magazines

WESTERN TOOL & STAMPING COMPANY
2725 SECOND AVENUE • DES MOINES 13, IOWA



MANUFACTURERS FACE DISTRIBUTORS during NEMA electric housewares presentation at NAED'S 44th annual convention in Atlantic City last month.

Distributors Sam Fingrutd, Jack West and Ed Milhender (on left) are separated from Ralph Sorenson, H. G. Blakeslee and J. P. McIlhenny by "gift-wrapped" model.

NAED . . . What to Do with the Kids?



REHEARSAL for the housewares skit (above) finds West sleepy, Fingrutd studious and Milhender (extreme right) attentive.



CONFERRING during rehearsal for the housewares show are NEMA's Leo Fox, McIlhenny and Ralf Shockey of Ralf Shockey Associates, producers of the show.

- Distributors spend a good part of their time during NAED's 44th annual convention in trying to solve the problems facing the radio-television-appliance trade

Appliances, radio and television managed to steal a good part of the show during the 44th annual convention of the National Assn. of Electrical Distributors in Atlantic City last month.

In the NAED family, appliances and television are the younger brothers—and, as one conventioner put it, the wayward brothers as well. It was this "waywardness" which was largely responsible for the extra attention paid these products during the Atlantic City meeting.

The advance program had confined appliance and television discussions to the final day, June 12. The "general" sessions on the preceding day were slated to be just that—an address by outgoing president W. G. Peirce, Jr., another by executive director Charles G. Pyle and a final speech by Federal Trade Commissioner Lowell B. Mason. But only Pyle's speech avoided reference to appliance and television trade. Both Peirce and Mason dwelt at length on current problems in these consumer lines. Combined with a day-long Thursday session, the addresses by Peirce and Mason gave a definite "appliance flavor" to the convention proceedings.

Absurd Position. It was Peirce himself who opened up discussion of current problems in the appliance-television trade when he told the general session that these lines of business

now find themselves in an "absurd" position. "Even desperate and ridiculous retail values offered by dealers" have not prevented merchandise from clogging up, factories from closing down and unemployment within the industry mounting. He suggested three general approaches to the current problem: (1) that manufacturers, distributors and dealers start working together and avoid placing all the blame on the other fellow; (2) that industry scrap its present designs and bring out more appealing merchandise as quickly as possible; and (3) that a satisfactory margin of profit be brought back to the industry to allow for proper selling and demonstration and advertising.

Mason drew an immediate laugh from his distributor audience when he told them what he would do as an appliance distributor and listed as his first principle "staying out of the New York market". Among the other recommendations he would follow in his "dream" distributorship were use of a one-floor warehouse and materials handling equipment, specialization within the sales force, and concentration on only one brand of major appliances. Referring to the fact that the group had just voted to recommend abolition of price controls and the passage of Fair Trade legislation. Mason said he probably would vote in the same way if he were a whole-



EXCHANGING VIEWS before the appliance division's meeting gets underway are Elisha Gray, II, president of Whirlpool and NAED president W. G. Peirce, Jr.



SESSION on room air conditioners finds Remington Air Conditioning president Herbert Laube, right, speaking with Mort Farr and J. L. Stedman listening.



RADIO-TV problems are discussed during panel session by Sam Roskin, left, and Tom Joyce, center. Appliance division chairman Ben Gross listens in.



APPLIANCE problems occupy (from right to left) H. S. Schiele (Artophone Co.), Thomas B. Schmid (Crescent Elec. Supply) and R. C. Litchfield (Graybar).



MANUFACTURERS Blakeslee (Cory Corp.) and Sorenson (Westinghouse) take a break during rehearsals of the electric housewares program.



DISTRIBUTORS W. L. Perry (standing) and W. L. Englebrecht (right) are joined by L. H. Miller and H. A. Warren of G-E as appliance sessions open.



LUNCHEON SPEAKER Alex Lewyt studies his program notes during final appliance division meeting. At left is Robert A. Gross, Gross Distributors, New York.

Did you know?

that **74%**
OF ALL FREEZERS SOLD*
ARE EQUIPPED WITH
Tecumseh
HERMETICS

It's true—74% of the freezers sold in 1951 (*as reported by REMA) incorporated a Tecumseh hermetic compressor! This overwhelming acceptance by the freezer industry proves the superiority of the Tecumseh hermetic.

Lower price, better performance, greater capacity and lasting dependability are but a few of the reasons why the Tecumseh hermetic is preferred for low temperature applications. Our engineers will be glad to show you how the Tecumseh hermetic can save you time and money on your application.

Dealers too, will find that these facts present powerful sales arguments to convince customers that freezers equipped with a Tecumseh unit will give long, satisfactory service and reduce operating costs to a minimum.



TECUMSEH PRODUCTS
TECUMSEH, MICH. *Company*
EXPORT DEPT.: 2111 WOODWARD AVE., DETROIT, MICH.

saler. But he indicated reservations on the Fair Trade issue and urged the group not to delegate the right to legislate to private business.

High Gear. Consideration of the appliance industry's problems shifted into high gear with the beginning of the appliance division's meetings on Thursday morning.

Leading off the program was Elisha Gray II, president of Whirlpool Corp., who urged distributors to "Build Your Future on the Home Laundry Business." Confining his remarks to the home laundry industry, Gray discussed the social changes which have improved the industry's outlook, the statistics which confirm this outlook, and the means of capitalizing on these opportunities. He contended that home laundry equipment will be the "backbone" of both sales and profits for distributors and dealers. As far as sales are concerned, he predicted that in the near future home laundry equipment will pass refrigerators in dollar volume.

Appliance division chairman Ben Gross suggested that the answers to seven questions might furnish corrections for the ills of the industry. They were: (1) has not the associate distributor plan created basic price discrimination on many brands? (2) has not the use of factory branches in granting undue concessions resulted in severe price discrimination against independent dealers? (3) is the time not "ripe" for distributors to recognize their moral responsibility for each line they handle? (4) would it not be wise to establish a "rational basis for the true expectancy of sales in each marketing area"? (5) should not local cooperative advertising be supervised to insure constructive selling? (6) is it not time for the return of a profit margin which will allow distributors to

perform their functions and still operate at a profit? and (7) should not NAED "as an association with limited rights legally but with the unlimited moral strength of its great membership" lead the way in building a healthier and more secure business structure?

Farr used the results of a survey among representative retailers to tell distributors what their salesmen were not doing. He told the assembled distributors that 55 percent of the responding dealers felt that their distributor contact men didn't know their lines well enough. "We, in dealing with the ultimate consumer, aren't doing our job right if we consider the sale completed after we take the customer's money," Farr reminded the group, pointing out that distributor salesmen often leave the impression that their sole interest "is in getting dealers to take merchandise off the distributor's hands."

Final Sessions. There was an air of showmanship to the final session of the appliance division. Alex Lewyt set the keynote when he urged a "return to show business" in the appliance industry. He argued that "To move products you must first move people—and that is exactly what a good show will do."

Taking Lewyt at his word, the NEMA electric housewares section imported a bathing beauty and a professional m.c. for a discussion on the electric housewares gift campaign.

The program wound up with an explanation of his firm's Fair Trade policy by B. A. Graham, president of Sunbeam.

George F. Hessler, vice-president of Graybar Electric Co., Inc., was elected president of the group. Gross was re-elected vice-president and chairman of the appliance division.

APJA: One Down, One to Go

Parts jobbers meeting in Detroit solve a wringer washer problem but schedule a fall meeting to continue discussion on automatic washers

Members of the Appliance Parts Jobbers Assn.—the men who make a business of handling washer parts—settled a conventional washer problem during their thirteenth annual convention in Detroit in late May. But the problems presented by the increasing

popularity of automatic models dominated much of the discussion—and led to the scheduling of another meeting in October in Cincinnati.

The problem that was solved was the adoption of a standard numbering system for wood wringer bearings. Five manufacturers (Nulo, Lovell, Waterloo, Fleming, Westward) will henceforth submit five sets of blueprints to the APJA office when changes are made in their bearings. One set will be retained by APJA and the others will be sent to the four other manufacturers. For the time being, all bearings will carry two numbers—the old one and the new APJA number with a letter prefix indicating the type. The association will assign new numbers when the blueprints are received.

Automatic Problem. Denver jobber Ray Jones, reporting for the manufacturers' relations committee, called attention to the increase in automatic

Set Farm Conference

The seventh annual Farm Electrification Conference in Detroit in October will include sections as well as general meetings. Heretofore, the Conference programs have consisted exclusively of general meetings. In an effort to provide conferees with an opportunity of getting "grass roots" answers to specific utilization problems, some of the sessions will be "sectionalized."

Over 300 specialists in farm and home electrification activities are expected to attend.



PARTS JOBBERS gather for a dinner meeting during their annual convention in Detroit in late May. Seated from left to right are Ray Jones of Denver, Kenny Adler of Detroit, and managing director Charles Skiff. Standing are Edward Booth of Richmond and Joe Nagel of St. Louis, APJA president.

washers in the industry. The group decided on fuller cooperation with manufacturers of automatics. Managing director Charles Skiff told the group that manufacturers want and need help and he warned members that cooperation is a two-edged sword. "Unless we can do something to help the manufacturer, they don't need us or our business and the public services we may be able to perform are economically unnecessary."

"As I see it, the whole problem of automatic washers revolves around the fact that by becoming more complex they will require more service. They will also need more parts, so our future looks rosy. But we must now take an active part and help our manufacturers sell more machines, and acquire better customer acceptance—by seeing that they get better service."

Extensive discussion of a "sales through service" policy insofar as building automatic washer volume is concerned brought out a wide variety of views. No definite policy was decided upon and the emergency fall meeting (at the Netherlands Plaza in

Cincinnati for four days beginning October 30) will decide what program will be adopted in order to assist manufacturers.

Manufacturer's View. A number of washer manufacturers (associate members of the association) were represented at the meeting. One of them, John Krull of Apex, forecasts a "big play" for automatics and predicted that eventually parts for these units "will be made available to all of you gentlemen." He called attention also to the fact that other household equipment besides washers were being produced in automatic models.

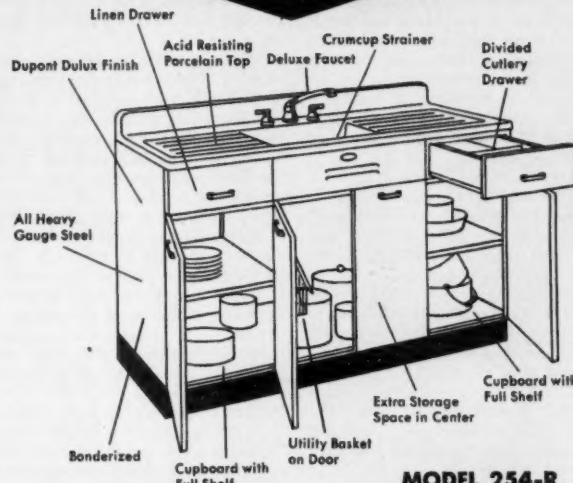
Joseph Nagel, St. Louis, was re-elected president, and Lawrence Sunberg, Chicago, and John K. David, Indianapolis, were elected first and second vice-presidents.

Directors elected for a two-year term, were Harry Markow, St. Louis, Edward L. Booth, Richmond, Virginia, and Arthur F. Schuelke, Detroit. The directors continuing in office are George E. Arcand, Hartford, Conn., Kenneth Adler, Detroit, and Daniel J. Phelan, New York.



EXCHANGE OF GREETINGS between Sanford Mandell of Cleveland (standing) and Ralph Simons of Whirlpool Corp. finds Frank Morella of Milwaukee listening in.

PALLEY KITCHENS HAVE FEATURES THAT SELL!



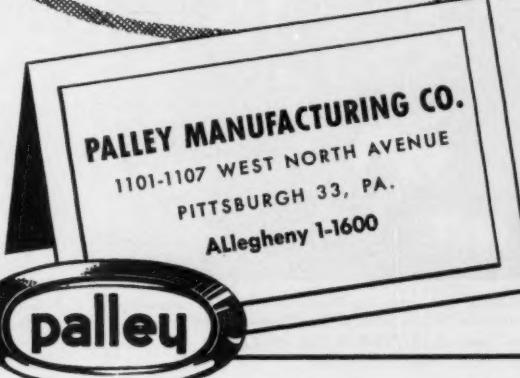
54" Complete Porcelain Sink Unit

... a part of the exclusive
PALLEY PROFIT PROMOTION PLAN!

Priced TO MEET
ALL COMPETITION

Built TO BEAT
ALL COMPETITION

It pays to
TALK
TO THE PALLEY PEOPLE



Advice From Both Sides

Manufacturers and their retailer guests in attendance at the 20th annual ICHAM meeting offer each other suggestions for improving business

Both manufacturer-members and their retailer-guests attending the 20th annual meeting of the Institute of Cooking and Heating Appliances Mfrs. in Cincinnati in early June had words of advice for each other—with both sides aiming at improving business practices in the industry.

Mort Farr, president of NARDA, told the group at the general session that today's greatest opportunity is in the range business. "But it is up to the manufacturers to point out the opportunities. The weakest link in the industry today is the distributor salesman, and we must definitely improve that part of the business if we really expect to make progress."

Citing examples of other dealers he visited in his travels around the country, Farr told of increased range sales in two different areas of the country where dealers went after the people that "now make good money when they didn't years before." Both the Negro and the Mexican have better jobs now, and they want and will buy electrical appliances.

The Other Side. Manufacturers gave advice to their dealer guests when Karl Egeler, vice-president and general sales manager of Duo Therm, said the real job is to convince the trade that they must sell as they did prewar . . . space heaters have nowhere hit the point of saturation and there are many more prospects today than in 1940. Egeler said too many salesmen think of spiffs and giveaways . . . and some gimmick instead of actual selling. "Many are outright lazy, both mentally and physically. The real salesman will be happy to put in a little overtime—and he will show a volume equal to the year before."

Profit margins are declining on many appliances, Egeler pointed out. "But it is better on space heaters compared to white goods . . . and it is definitely an angle that all manufacturers should point out."

Market research for the space heater industry is becoming more important, A. J. Tener, vice president of Perfection Stove Co., pointed out. "It should be independent of the sales and engineering departments and act as the balancing point between them. It can provide the solution to all sales problems . . . however, many people think of competitors as enemies, when actually they are our best friends. In a way, we should pool our information, as it will give greater help in solving the sales problems of the entire industry."

Pacific Paradise. Walter Muhlbach, president of ICHAM, in giving the annual report said the Pacific Coast will be a salesman's paradise because of the great increase in potential market. "There is a new frontier out west with the shift in population, but in the New England and Mid-Atlantic states it will take great selling effort. To take full advantage of the market. We can't wait until tomorrow . . . how much we sell in 1953 or 1955 will depend on what we do in 1952."

The sales and advertising session brought many strong opinions from both the dealers and manufacturers on the panel. "Manufacturers should do something to tie us together," Harold Frankel, dealer from Huntington, W. Va., told the group. "Our local utility will provide all the assistance we ask for, but manufacturers as a whole do not go along as readily."

Bill Reddard, dealer from Cincin-



GOING OVER PLANS before the sales and advertising session are W. J. Trueblood of Magic Chef, Gordon Hertz of Estate, ICHAM president Walter Muhlbach, NARDA president Mort Farr and dealer Harold Frankel of Huntington, W. Va.

nati, said too much current advertising stresses prices . . . like "it was this . . . now it is less . . . buy now and you save so much." But what we really need is more advertising to glamourize the range as many manufacturers do on refrigeration.

"What many dealers should be pointing out," Reddard says, "is the economy of electric cooking . . . not the lower price of the unit."

Other important speeches were by Dr. Raymond Moley, contributing editor of *Newsweek*; Carl P. Bersing, director of industrial relations, Norge, on "Free Collective Bargaining Versus Government Encroachment on Employee Relations," and A. T. Atwill, executive vice president, Quaker Manufacturing Co., on "The Engineer's Role in Increasing the Sales Appeal of Oil Heating Appliances."

Suggestions for Service

Service station operators draw up a list of suggestions for bettering electric housewares service; Kaemmerlen named president of NASA

A convention that was run like a school took place in Chicago May 14-16. It was the third annual meeting of National Appliance Service Association, attended by 43 service station operators and ten associate members.

The group came up with some concrete suggestions for the appliance industry, and offered to do its part in carrying them out. They included: (1) publication of a booklet on how to handle complaints; (2) publication of a service directory; (3) making available mats for the advertising of services; and (4) help for the dealer wanting to get parts and, when needed, instructions on how to install them properly.

In a talk on complete customer satisfaction, Charles S. Skiff, secretary and treasurer, pointed out the trend toward licensing service men, said it was here with plumbers, electricians and happening with television repairmen. He suggested a voluntary license plan for the electric house-service men.

Dealer's Dept. The retailer is far more indebted to the service man than he realizes, he said. Published figures show that 84 percent of all customers who buy appliances, buy

more than once. Some 51 percent buy more than two appliances, 28 percent more than three. This repeat business does not take place if the first appliance purchased is unsatisfactory due to poor service.

Elected officials for the coming year are: T. C. Kaemmerlen, Kaemmerlen Electric Co., St. Louis, president; John D. Hilburn, Boese-Hilburn Electric Co., Kansas City, first vice president; Clarence A. Leppert, C. A. Leppert Co., Washington, D. C., second vice president, and C. S. Skiff, Cincinnati, secretary and treasurer.

Plan Music Show

Late this month 8,000 visitors are expected to converge on Manhattan's Hotel New Yorker for what could be the nation's noisiest trade show.

The event is the 51st annual Music Industry Trade Show and Convention sponsored by the National Assn. of Music Merchants. Eight floors of the hotel will be used to house displays of instruments, pianos, organs, radios, phonographs. TV sets, sheet music and musical accessories. Approximately 250 manufacturers will exhibit at the show this year.



OIL HEATER men attending the annual ICHAM convention in Cincinnati center their attention on Don Jones of Duo-Therm. Listening are (left to right) Karl Egeler of Duo-Therm, A. T. Atwill of Quaker Mfg. Co., A. J. Tener of Perfection Stove Co., and Marc Resek of Perfectoin.

PROMOTIONS

Trib Forum: What's Ahead

Industry figures addressing Chicago Tribune's annual advertising and distribution forum take a look at changes ahead in appliance retailing

At the Chicago Tribune's third annual distribution and advertising forum, held in Chicago May 20, several outstanding men in the appliance world laid fingers on changes to come in the retailing picture.

W. A. Blees, vice president, Avco Manufacturing Corp. said: "Retail stores must serve the customer where he wants to be served. This has led to the development of suburban one-stop community shopping centers, as a descendant of the old general store. I am completely devoted to the idea of the utmost in service and convenience to the customer. It is evident they prefer to select package goods and other items with which they are thoroughly familiar without the help of clerks. We see that type of selling developed almost to perfection in the super market. With appliances, and television, where new models constantly appear and engineering developments add new features, and service is required, the public needs to be sold by salesmen either in the store or at home."

"Store hours are changing. The store that sticks to its original 9 to 6 schedule had better look at its sales volume and cash receipts. Today Americans have less and less time for us to sell them. We must put our product before them whenever it is convenient to them."

A. M. Sweeney, assistant general manager, major appliance division,

General Electric Company: "Nothing takes the place of the sales story told by a well trained appliance salesman."

C. F. Parsons, vice president and general manager, Zenith Radio Distributing Corp.: "There will be diminishing emphasis on self service in a buyers' market."

L. W. Stratton, Wieboldt Stores, Inc.: "There may be limited selling service in durable goods, but when a customer is going to spend \$25 to \$30 or \$300, he wants more information."

At the forum discussion it was felt that sales of major appliances in food stores in Texas and California was a development not likely to spread far.

Repeat Kit Offer

The Ben-Hur Mfg. Co. is currently repeating the "Freez-R-Pak" kit promotion which the company introduced last year. The kit of packaging equipment and materials has a retail value of \$25.95, according to the company, but will be offered by dealers in combination with the purchase of any Ben-Hur freezer.

R. C. Graves, Ben-Hur sales manager, pointed out that the kit also serves as a selling aid, since it impresses prospects with the simplicity of using the freezer. For the dealer, the kit provides a means of protecting his profits against price-cutting.

Broadcasting Pioneers Honored



SYLVANIA'S board chairman Max Balcom, right, congratulates Milton J. Cross after the company had honored Cross and 29 other early radio personalities with a series of "pioneer broadcaster" awards. The awards were part of Sylvania's observance of the production of its billionth radio tube. At left is Dr. Lee DeForest, inventor of the amplifying tube.

a "Workhorse" for
accurate, dependable
temperature Control!



For melting pots for
solder, wax, plastics, etc.



For electric hot water
boosters and water heaters.



For coffee urns, deep-fat
fryers, ovens and
cooking equipment.



For automatic heat
sealing machinery.



For sterilizers and
other applications.



For label dispensers and
miscellaneous heating equipment.

MODEL D-1

A ruggedly built control of
great accuracy and sensitivity
for a wide variety of heating
applications with a maximum range
of 550°F. No separate "off" switch.
Mechanism actuated by hydraulic thermostatic
element consisting of bulb, capillary tube and
diaphragm. Write for Catalog D-1.

In Home and Industry, Everything's Under Control



Robertshaw

THERMOSTAT DIVISION
ROBERTSHAW-FULTON CONTROLS COMPANY
YOUNGWOOD, PENNSYLVANIA

You Can Feature Motor Dependability

when the appliance
is powered with a

Lamb Electric MOTOR



Now, more than ever,
your customers want
assurance of satisfac-
tory service for many
years in the appliances
they buy.

Nothing will give
them more assurance
than to inform them
that the appliances
are powered with
Lamb Electric Motors.

Because of their ex-
ceptional performance
and dependability,
Lamb Electric Motors
are used in America's
leading products.

THE LAMB ELECTRIC COMPANY • KENT, OHIO

THEY'RE POWERING AMERICA'S *Fine* PRODUCTS

Lamb Electric
SPECIAL APPLICATION
FRACTIONAL HORSEPOWER MOTORS

Convention Troubles

Westinghouse dealers anxious to tie in with commercials during the company's coverage of the national political conventions will have 70 opportunities to do so—but nobody, not even Westinghouse officials handling telecasting arrangements, have any idea when any of them will be spotted during the meetings.

The whole affair is something of an ad man's nightmare, according to J. G. Baird, Westinghouse appliance division sales promotion manager. There's the matter of good taste in the number, length and frequency of commercials to settle. And there's the infinitely more complex problem of spotting the commercials to avoid missing out on presenting any action from the convention floor.

Plenty of advance arrangements have been made, including the setting up of a commercial studio which contains kitchen, laundry and living room sets. In addition, a complete working kitchen has been set up to prepare food for the commercials. Camera crews will be in this studio at all times, ready to handle a commercial whenever the opportunity occurs. Betty Furness, for example, must stand by, ready to step before the cameras on a moment's notice.

Putting Out Fires

Most sales managers try to set fires under their salesmen, but General Electric dealers who put out the most fires this summer will be entitled to trips to Chicago late in September.

The occasion is a "fire chief" sales campaign on water heaters. Each sale is considered as "putting out a fire" and prizes are awarded on the basis of performance against quota.

The company has made a variety of sales promotional and give away material available to dealers for the promotion.

One Dress Style Show

A cooperative promotion with a pattern house and a fabric house has furnished the White Sewing Machine Corp. with an effective kick-off for its current advertising campaign.

The promotion is built around a style show featuring only one dress—the Walk-Away, a dress designed so that it can be made by a sewing novice at a single sitting. The shows are presented in leading department stores with White providing national advertising, the sewing machine for the demonstration and the sewing instructors. Butterick Pattern Co. provided the stylist and Textron gave out Indian Head cut-outs of the fashion piece. Textron reports over 850,000 yards of the fabric has been sold by early May and Butterick officials said 185,000 patterns had been sold.

Monthly Promotions

A month by month promotion program which includes a series of promotional kits on various appliances has been made available to dealers by the Deepfreeze Appliance division of Motor Products Corp. The entire plan is keyed to specific events throughout the year (back-to-school in September, Thanksgiving in November) and a series of gifts or premiums are similarly keyed to seasonal trends. The entire plan is designed to give continuous local coverage and to make the community "Deepfreeze-conscious".

Area Advertising

A nine-area distributor-dealer support advertising program has been undertaken by Revco, Inc. During the 13 week campaign the company will run over 38,000 lines of space in Sunday editions of local papers and will also use thrice weekly radio spots.

Aimed at Weight Lifting Wives



STRONG MAN Jack Walsh was the center of attraction in this window display set up by Hurley-Tobin Co., Trenton, N. J., to promote sale of Casco steam irons. Quarter-page ad publicizing the promotion was headlined "Your wife need not be a weight-lifter." Promotion drew 10,000 residents to window and store, resulted in immediate sale of 60 Casco steam and dry irons.

To: MONEY MAKERS
From: BENDIX



Dear Money-Maker:

The patents that started the whole automatic washer industry still belong to Bendix. And this letter will give you startling news of WHAT'S NEXT WITH THOSE PRICELESS BENDIX PATENTS!

You know they're so broad and strong they keep Bendix dealers far out front with a complete line the competition can't touch for

Really Exclusive Engineering Innovations
Really Exclusive Performance Features
Really Exclusive Pricing Advantages
Really Exclusive Consumer SELL

That's why Bendix has been way on top throughout the industry's lifetime--exactly 15 years. Now comes the celebration!

Now you're due to see the most sensational new and complete Bendix Anniversary line--packed with stronger, plainer profit-power than even Bendix dealers have ever yet felt!

You'll see newness, completeness and SALES WALLOP that couldn't happen except for the Bendix line-up of tightest patents--most experienced engineers--celebrated stylists--master merchandise strategists.

And you'll see why only Bendix patents now provide the Bendix dealer with the one newest selling story that women have almost prayed they could hear about an automatic washer!

Yet that's only one great new Bendix exclusive in a line that's bristling with new exclusives. Right on up to that latest Bendix triumph--the incomparable "Perfect Pair"--this line is complete. It makes the price range complete for the Bendix dealer. He's set the best in the business for a year of SURE profits that'll go on SNOWBALLING.

Sincerely yours,

BENDIX HOME APPLIANCES
DIVISION AVCO MANUFACTURING CORP.

A handwritten signature in cursive ink, appearing to read "J.B. Dunn".
General Manager



Another Leading Motor Repair Shop Finds KLIXON Protectors Prevent Motor Burnouts

WORCESTER, MASS.: Mr. F. P. Sweeney, assistant manager of A. L. Brown & Associates, authorized service station for 10 leading motor makes, distributor, and representative for Browning V-belt drives, recommends KLIXON Protectors for motor burnout protection.

"We find KLIXON Protectors prevent complete motor burnouts. Save customers costly repairs, and permit us to render faster, more dependable service. We recommend them highly!"



KLIXON Protectors Build Customer Goodwill by Preventing Major Repair Costs

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.



SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2507 FOREST ST., ATTLEBORO, MASS.

SALES MEETINGS



DUO-THERM BIRTHDAY GUESTS included Bill Tietz and Gower Chapman, Major Appliances, Inc., Lansing, and Harold Overmire, right, vice-president of Revco, Inc. Standing is Mervin Cotes, Duo-Therm president.

Birthday for Duo-Therm

Lansing firm celebrates its twenty-fifth year by playing host to over 500 district managers, distributors and their salesmen

Duo-Therm, division of Motor Wheel Corp. celebrated its silver jubilee early in May with a sales meeting in Lansing, Mich., for over 500 district managers, distributors, and salesmen.

Highlighting the elaborate program was the introduction of the latest "anniversary" model oil space heater, the Regency 825. In all, 23 models were shown in the new line.

The one day meeting, marking the anniversary of Duo-Therm's entrance into the heating appliance field 25 years ago, outlined the history and de-

velopment of the various space and water heaters. Newly promoted to a vice-presidency, Karl Egeler, general sales manager, showed the contrasts in development by pointing out events in history and different fads from 1927 to the present time.

Egeler told the group that more units had been shipped in the first quarter by Duo-Therm than had been produced by the rest of the industry.

Recently advanced to the presidency, Mervin Cotes gave optimistic predictions for business throughout this year. "Integrity can be sold," he



AD MANAGER Bruce York uses some unusual props and a disguise to show distributors the variety of display aids and sales helps offered by Duo-Therm.



READY TO CUT the firm's twenty-fifth birthday cake, Duo-Therm vice-president Karl Egeler borrows an over-sized knife from a model. Inside the cake was the company's new silver jubilee space heater.

said. "It has been the factor that built this company up for the last 25 years and will be the foundation for our next quarter century of operation. Integrity is necessary both for the manufacturers and distributors, even if it means cancelling orders or accepting 'hold orders' from you or our dealers. There was never a time when proper sales mix was more important."

While describing the company's development, Cotes recalled that he could remember the days when he signed up distributors many times in

a hotel "john", as the company could not afford a large suite and rented just a room. "We were mentally eager, as well as bold in action," Cotes explained. "We must all stay that way. It's important for all salesmen to generate good selling ideas every day. It should not be necessary for the manufacturer to continually come up with promotions or ideas for selling."

Advertising manager Bruce York and sales promotion manager Lou Vandertill outlined the 1952 sales and merchandising programs.

Presto Ad Plans

Presentation of the company's fall promotion and advertising plans highlighted the annual sales conference of the National Pressure Cooker Co. in Eau Claire, Wis., in late May.

Company officials and merchandising, advertising, design and publicity consultants addressed the meeting. Among the speakers were executive vice-president Morton B. Phillips, sales vice-president Jules W. Lederer, Arthur Grossman, merchandising and display consultant, Carlyle Emery and J. J. Fleisch of Ruthrauff and Ryan, Mel Boldt, an industrial designer, publicity man Lynn Farnol and Thomas Haney, general sales manager.

The fall promotion will be backed by a "record" advertising campaign, Fleisch said. It will involve the use of trade papers, national magazines, large display ads in metropolitan papers, coop ads with department stores and direct mail. The advertising is split in two parts, the first being a fall concentration on the Presto Vapor Steam iron. The second half of

the campaign is the regular promotion on all Presto appliances.

Haney told the group that the company plans on promoting Presto cookers on a free trial basis through department stores and credit accounts.

Record Parts Show

Over 11,000 persons attended the 1952 Electronic Parts Show in Chicago in mid-May. This compares to an attendance of about 8,500 last year. Show officials indicated that the record attendance figures and the expanded educational program held in conjunction with the show made the 1952 affair an "unprecedented success."

The Show's board of directors has tentatively reserved the exhibition hall of the Conrad Hilton Hotel for the 1953 Show, an action which will be subject to final action by the board at its August meeting. Fifty to 70 extra booths will be available next year.

NOW.. Quicfrēz OFFERS THE GREATEST PROFIT OPPORTUNITY IN FREEZER HISTORY!





Model QU4B
4.2 cu. ft. Freezer. 38½" high,
24" wide, 28" deep (incl. hdw.)

NEW QUICFRĒZ
4.2 cu. ft. UPRIGHT FREEZER

★ Holds Up To 200 lbs. of Frozen Food
★ Takes Only 24 inches of Wall Space

Build TRAFFIC . . . SALES . . . PROFITS with the Quicfrēz 4.2 cu. ft. upright freezer. It's new. It's sensational. It's a real business-getter. The Quicfrēz QU4B is just what you have needed to break into the apartment and small home freezer market. Holds up to 200 lbs. of frozen foods. Takes only 24 inches of wall space. Sells for less money than most small refrigerators. Gives you a good profit margin with a rapid-freeze turnover rate. Beautifully styled for modern cabinet kitchens. Roomy interior with frigid wall construction. Full length door. Fully hermetic system. 5-year warranty on condensing unit. Also, get the facts on four other Quicfrēz freezers (9 to 20 cu. ft.), and four refrigerator models.

WRITE FOR SPECIFICATIONS AND PRICES TODAY

SANITARY REFRIGERATOR COMPANY
FOND DU LAC, WISCONSIN

Still Up in the Air

Mid-June finds Fair Trade and controls bills awaiting final legislative action; more copper supplies given civilian goods manufacturers

As Washington lawmakers moved toward their July political conventions last month, much of the legislation affecting the appliance-radio-television trade that had been pending for the past month was still up in the air.

At mid-June it was almost impossible to accurately predict the form or prospects for passage of new controls legislation or the revised Fair Trade law.

It seemed to be a fairly good bet that Congress would extend materials controls—but the steel strike was threatening to make allocations under these controls meaningless, anyway.

There was one good bit of news, though. Allocations of copper for civilian goods manufacturers were raised drastically. The move was made to encourage manufacturers in this country to buy up the U.S. share of copper in the world market. But if the steel

strike continued, the new supplies of copper would not be of much use.

Law Making. The McGuire Fair Trade bill got as far as the floor of the Senate by mid-June. It was reported out by the interstate and foreign commerce committee without recommendation. It was up to the Senate to decide whether the legislation would be referred to the judiciary committee (and an almost inevitable pigeon hole there) or whether the Senate should take up the legislation without allowing the judiciary group a chance to examine it. Even if the bill passed the Senate, however, it faced the prospect of hurdling a Presidential veto.

As far as controls legislation was concerned, the Senate had acted on its version of this legislation by mid-June. The House was still deliberating and differences between the two bills were still to be resolved.

Materials. By the first of June, the materials situation was brighter than at any time since the start of the Korean war. By mid-month the steel strike, while having had little effect as yet on consumer goods makers, was casting an ominous shadow on the materials prospects for the weeks ahead. By mid-month observers were reporting that if the work stoppage continued much longer it would put a big crimp in third quarter steel tickets. At that time, most firms appeared to be coasting along on inventories and were, generally, doing pretty well. But NPA was ready for trouble if the strike continued four weeks—June 30.

Still Trying

Manufacturers, distributors and retailers, and the Federal Trade Commission tried for the third time last month to work out a set of trade practice rules for the radio-television industry.

In general, the industry is going along with Federal Trade Commission's suggestion. But on some points there was a difference of opinion, even within the industry committee.

For example, dealers and distributors favored a rule on prohibited discriminatory prices, rebates, refunds, discounts, etc. Manufacturers feel it duplicates the Robinson-Patman Act, and is thus unnecessary.

The dealers want the Federal excise tax included in the total price. Manufacturers say it is a matter for them to decide.

After the FTC has weighed the various arguments, a set of proposed rules will be made available to industry. A public hearing, probably not before early fall, will allow the public in general to make comments. The final step will be putting the rules into effect.

Honored at Convention



GEORGE F. HESSLER, left, vice-president of Graybar Electric Co., Inc., receives congratulations from W. T. Stuart, editor of Electrical Construction and Maintenance, after receiving a James H. McGraw award during the NAED convention at Atlantic City. Hessler was honored for "coordinating the essential functions and services of the electrical distribution industry with the needs of government during the current national emergency."

Food Plan: OPS Acts

Price agency issues ruling on beef sales when part of freezer plan; will issue second ruling on foods sold under the plans

Food-freezer plans offering anything from free food to freezers, have become controversial enough to attract Washington's eye.

Investigations to "find the gimmick" have been taking place all month:

. . . the Office of Price Stabilization issued a ruling on beef sales in food-freezer plans.

. . . the Washington Better Business Bureau proposed a voluntary standard and code to distributors and retail appliance dealers.

. . . at some later time OPS plans to issue another ruling covering frozen foods in such plans.

The OPS ruling, amendment four to CPR 25, which is the retail beef pricing order, makes clear that interest or finance charges cannot be added to the ceiling price for beef, since the resulting total price would be over ceiling. This does not prohibit interest or finance charges being added to the price, so long as the total price is at or lower than the beef ceiling price.

Retailers operating in conjunction with a locker plant can add certain charges to their ceiling prices for beef sales. These come under CPR 24, the wholesale beef price order, and are for freezing, cutting wholesale cuts into smaller cuts, packaging, processing, or other similar services for the customer. These charges are determined under CPR 34, the services price order, which also states that itemized sales receipts must be given to customers who buy at least twenty-five pounds of beef with a freezer, refrigerator or other appliance.

The Washington Better Business Bureau was brought into the picture after food retailers complained to Washington newspapers about freezer-food plan ads.

No Wonder Cure

The tonic was helping some people—and it hadn't hurt anyone, yet. But there had been no startling recoveries.

That's the way the trade felt one month after the lifting of consumer credit controls.

Some sources said that business had picked up when Regulation W ended, although they emphasized that the increases were nowhere near "boom" proportions. Other merchants reported relatively little effect.

One thing that had prevented a rush of buying was the insistence of banks and finance companies that merchants stick to conventional terms.

The month since the lifting of the curbs saw a good deal of "no money down" advertising, but a good share of this was designed to build store traffic. Once in the store the prospect had to produce a good credit rating before qualifying for such.

In the south, considerable activity in the smaller rural towns was reported after Regulation W was lifted. Such communities have large groups of residents—Negroes, farmers, tenant farmers and rural residents—who don't like down payments.

A midwestern manufacturer early in June checked its distributors to find out what the end of Regulation W had meant and discovered that it had made little or no difference.

Price Controls Stay

In the whole group of ideas about price decontrol that Congress studied last month, the only one that would have promised any quick change for the household appliance business was sudden death for OPS.

Prices of all appliances, except for TV sets and toasters, are still too high to qualify for decontrol under any of the proposed formulas aimed at gradual easing of regulations.

Several plans got consideration as Congress moved toward a decision on price control. A group of staff members inside OPS favored a sweeping decontrol plan, which would have freed many items from regulations. But even this plan would not have included anything but TV sets, and possibly toasters.

The top officials of OPS didn't like this approach, anyway. They stuck by a cautious policy, decontrolling only items selling substantially below ceiling with no chance of a price rise. TV sets might have qualified under this approach, but price officials were afraid the death of Regulation W would stimulate price rises.

Here's where appliances are on the price chart maintained by OPS: TV sets are selling about 15 percent below peak prices; toasters, 8 percent; refrigerators, 3 percent; sewing machines, 2 percent; vacuum cleaners and washing machines are still at their peaks. Most items have to be selling 10 percent below the peak before OPS will seriously consider decontrol.

Congress took a look at a rigid decontrol formula, too, but backed away. The job of spelling out exact rules for ending ceilings on individual items looked too tough. If decontrol came in that form, Congress was willing to give the job to OPS.

MERCHANDISING

Hi Fi On Wheels



THIS AUDIO CARAVAN mobile demonstration unit has been outfitted by Electro-Voice as a high fidelity audio show on wheels. The 38-foot Fruehauf trailer has been decorated as a home or studio and is equipped with a variety of company products with ample provisions for demonstrations. The trailer-studio will tour the country.

Retailer's Role

The key role that is played—or could be played—by the television dealer is highlighted in a new survey conducted by Beaumont and Hohman, Inc., Chicago ad agency.

The survey indicates that seven out of ten TV buyers have made a tentative choice of brand when they enter a store—but that the majority will switch to some other make.

The study also indicates that claims of exclusive or outstanding features in manufacturers' advertising makes little impression on consumers. Distributors seemed to be in favor of these themes, but retailers said that the public had become so confused by counter claims that the exclusive feature approach is almost meaningless.

While these facts would seem to indicate that the dealer could push a particular brand if he cared to, the study also found that retailers made little or no effort along these lines. Buyers were encouraged to compare all sets in a store.

A desire to get the "best brand" was the foremost consideration in the purchaser's mind. Price was secondary and "style of cabinet" was third.

Stratified Selling

Division of product lines into three price brackets, each descriptively identified with its own class name, will highlight the merchandising of products manufactured by the Universal Major Elec Appliance Co.

This "stratified selling" is designed to "reach into all income brackets with Universal appliances," president Morton L. Clark said. Under this arrangement Universal will market a "cottage" line aimed at the price market, a "ranch house" line aimed at the mass market and a "manor

house" line of merchandise aimed at the class market.

Universal is now ready to ship "in growing volume the broadest line of major home appliances in the industry," Clark said. TV sets, automatic washers, dryers and a dishwasher with food waste disposer have been added to the line. All major appliances will have a coordinated design.

As a preliminary to volume marketing of these products under one label, the Artkraft Mfg. Corp. and Baltimore Porcelain Steel Corp. were merged into Universal, originally a wholly-owned subsidiary of Artkraft.

Helping the Dealer

The Hoover Co. is stepping up its merchandising activities at the salesman-dealer level and hopes eventually to have a Hoover salesman assigned to every Hoover dealer. In addition, new emphasis will be placed on service by the salesmen.

According to vice-president H. W. Hoover, Jr., the program has two aims. For the trade, it is expected to coordinate more closely the work of Hoover's own sales organization with the dealer. For the Hoover owner the program is designed to provide better service.

Each salesman will be given training in service work and will be expected to overhaul and make repairs in the home. The salesman will act as a dealer's assistant in training personnel, setting up displays, placing advertising and other phases of selling. Every Hoover sale will be a dealer sale with the dealer getting a commission on each purchase. Hoover salesmen will go on a salary plus commission basis rather than commission alone as has been the case up to now. The salary will be based on service work, the commission on sales.

Don't miss the boat!

book your order now for early fall delivery



STIGLITZ Sun-Aire®

Automatic Clothes Dryer

It is going to be a big winter for clothes dryers... and Stiglitz Sun-Aire has the new features buyers will be looking for. Take a tip from those who saw it at the Market, place your order now while there is still time, before the Sun-Aire promotion gains momentum. Get in on the ground floor with the Dryer that has everything!

FREE ADVERTISING HELPS to help you sell
Radio and TV Spots
Singing Commercial
Newspaper Mats
Consumer Folders
Advertising Allowance

CHOICE TERRITORIES STILL OPEN FOR AGGRESSIVE DISTRIBUTORS

Write, wire or phone for Prices, Discounts and Details of Sun-Aire's Nation-Wide Promotion.



MADE BY THE MAKERS OF
FAMOUS STIGLITZ Warm-Aire HEATERS
A Complete Line for Gas, Oil and Coal

THE STIGLITZ CORPORATION Louisville 3, Kentucky
The Oldest Stove Manufacturer in America

FOR POSITIVE PROTECTION

Equip every
TV installation
with a genuine

VEE-D-X

LIGHTNING ARRESTER



\$1.25 LIST

MODEL RW-200

Most popular full size arrester
for standard two-wire
transmission line.



\$1.50 LIST

MODEL RW-204

Finest arrester made to accom-
modate four-wire rotator line
as well as standard
two-wire transmis-
sion line.



\$2.00 LIST

MODEL RW-300

For extra heavy duty — stand-
ard with TV installation men
everywhere.

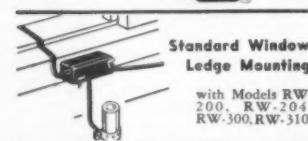
When you specify VEE-D-X you provide your customers with the finest, safest arresters ever made for lightning protection, including both two and four-wire installations. And when you compare construction, appearance, size, ease of installation and price, you will agree that VEE-D-X lightning arresters offer a big PLUS in safety and value.

3 TYPES OF MOUNTING FOR EVERY INSTALLATION REQUIREMENT



New Single Screw Type Mount

Quick, easy mounting
on wood. Model RW-
212 for two-wire line
(\$1.25 LIST). Model
RW-214 for four-wire
line (\$1.50 LIST).



Standard Window Ledge Mounting

with Models RW-
200, RW-204,
RW-300, RW-310.



Guaranteed FOREVER

MODEL RW-310 — New open wire arrester.
Similar to standard heavy duty Model RW-
300. Newly designed clips provide positive
connection to insure accurate wire spacing
(\$2.00 LIST).

Manufacturers' Sales*

BED COVERINGS

	Units	HOTPLATES & DISC STOVES
Apr., 1952	5,312	21,839
Mar., 1952	16,740	56,734
4 Mos., 1952	84,752	25,617

(1951 not available)

HOTPLATES & DISC STOVES

Apr., 1952	21,839
Apr., 1951	56,734
Mar., 1952	25,617
Mar., 1951	60,294
4 Mos., 1952	99,485
4 Mos., 1951	192,992

% Change vs. 1951

Apr., 1952	-61.51%
Mar., 1952	-57.51%
4 Mos., 1952	-48.45%

IRONERS

Apr., 1952	8,938
Apr., 1951	23,700
4 Mos., 1952	56,117
4 Mos., 1951	115,400

% Change vs. 1951

Apr., 1952	-62.29%
4 Mos., 1952	-51.37%

IRONS, Automatic, Standard

Apr., 1952	85,064
Apr., 1951	432,847
Mar., 1952	200,639
Mar., 1951	439,394
4 Mos., 1952	661,327
4 Mos., 1951	1,501,241

% Change vs. 1951

Apr., 1952	-80.35%
Mar., 1952	-54.34%
4 Mos., 1952	-55.95%

IRONS, Steam & Steam Attachments

Apr., 1952	143,222
Apr., 1951	171,596
Mar., 1952	227,789
Mar., 1951	160,047
4 Mos., 1952	647,147
4 Mos., 1951	568,924

% Change vs. 1951

Apr., 1952	-16.54%
Mar., 1952	+42.33%
4 Mos., 1952	+13.75%

MIXERS, Food

Mar., 1952	14,916
Mar., 1951	39,132
3 Mos., 1952	64,935
3 Mos., 1951	99,438

% Change vs. 1951

Mar., 1952	-34.74%
3 Mos., 1952	-13.75%

FREEZERS, Home and Farm

Apr., 1952	53,840
Apr., 1951	64,336
4 Mos., 1952	200,458
4 Mos., 1951	277,977

% Change vs. 1951

Apr., 1952	-16.31%
4 Mos., 1952	-27.89%

HEATERS, Convector and Radiant

Apr., 1952	1,951
Apr., 1951	7,872
Mar., 1952	2,167
Mar., 1951	17,292
4 Mos., 1952	10,436
4 Mos., 1951	52,263

% Change vs. 1951

Apr., 1952	-75.22%
Mar., 1952	-87.47%
4 Mos., 1952	-80.03%

HEATERS, Fan Forced & Fan-Heater Combs.

Apr., 1952	2,366
Apr., 1951	8,526
Mar., 1952	8,674
Mar., 1951	20,856
4 Mos., 1952	37,791
4 Mos., 1951	103,636

% Change vs. 1951

Apr., 1952	-72.25%
Mar., 1952	-58.41%
4 Mos., 1952	-63.53%

HEATING PADS

Apr., 1952	85,422
Mar., 1952	17,252
4 Mos., 1952	168,849

(1951 not available)

% Change vs. 1951

Apr., 1952	-55.60%
4 Mos., 1952	-61.66%

RADIOS, Portable

Apr., 1952	110,529
Apr., 1951	150,494
4 Mos., 1952	351,548
4 Mos., 1951	452,684

% Change vs. 1951

Apr., 1952	-26.56%
4 Mos., 1952	-22.34%

RADIOS, Automobile

Apr., 1952	275,250
Apr., 1951	542,021
4 Mos., 1952	1,081,490
4 Mos., 1951	1,871,896

% Change vs. 1951

Apr., 1952	-49.22%
4 Mos., 1952	-42.92%

* WASHERS, IRONERS, DRYERS—Industry Estimate by American Home Laundry Mfrs. Assn.; VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn.; RADIO, TELEVISION—Industry Estimate by Radio-Television Mfrs. Assn.; ALL OTHERS—NEMA Members, Not Industry.

THE LAPINTE-PLASCOMOLD CORP., ROCKVILLE, CONN.

RADIOS, Clock

Apr., 1952.....	176,003
Mar., 1952.....	175,169
4 Mos., 1952.....	537,427
% Change vs. 1951	
Apr., 1952.....	+179.73%
Mar., 1952.....	+73.13%
4 Mos., 1952.....	+73.09%

RANGES

Apr., 1952.....	70,350
Apr., 1951.....	192,803
4 Mos., 1952.....	311,375
4 Mos., 1951.....	541,625
% Change vs. 1951	
Apr., 1952.....	-42.71%
2 Mos., 1952.....	-42.51%

REFRIGERATORS

Apr., 1952.....	255,009
Apr., 1951.....	445,636
4 Mos., 1952.....	1,106,384
4 Mos., 1951.....	1,949,112

% Change vs. 1951

Apr., 1952.....	-42.78%
4 Mos., 1952.....	-43.24%

ROASTERS

Apr., 1952.....	39,963
Apr., 1951.....	35,875
Mar., 1952.....	28,501
Mar., 1951.....	55,148
4 Mos., 1952.....	113,479
4 Mos., 1951.....	176,027
% Change vs. 1951	
Apr., 1952.....	-8.12%
Mar., 1952.....	-48.32%
4 Mos., 1952.....	-35.53%

TELEVISION

Apr., 1952.....	329,878
Apr., 1951.....	500,000
4 Mos., 1952.....	1,647,709
4 Mos., 1951.....	2,700,019

% Change vs. 1951

Apr., 1952.....	-35.49%
Mar., 1952.....	-41.31%
4 Mos., 1952.....	-38.97%

TOASTERS

Apr., 1952.....	64,872
Apr., 1951.....	267,020
Mar., 1952.....	100,774
Mar., 1951.....	379,010
4 Mos., 1952.....	430,896
4 Mos., 1951.....	1,270,111

% Change vs. 1951

Apr., 1952.....	-75.71%
Mar., 1952.....	-72.91%
4 Mos., 1952.....	-66.07%

VACUUM CLEANERS

Apr., 1952.....	217,169
Apr., 1951.....	227,216
4 Mos., 1952.....	973,423
4 Mos., 1951.....	1,061,335

% Change vs. 1951

Apr., 1952.....	-4.42%
4 Mos., 1952.....	-8.28%

WAFFLE IRONS—SANDWICH GRILL COMBINATIONS

Apr., 1952.....	21,879
Apr., 1951.....	98,463
Mar., 1952.....	28,781
Mar., 1951.....	139,921
4 Mos., 1952.....	99,485
4 Mos., 1951.....	434,795

% Change vs. 1951

Apr., 1952.....	-77.78%
Mar., 1952.....	-78.23%
4 Mos., 1952.....	-77.12%

WAFFLE IRONS, Single Units

Apr., 1952.....	4,350
Apr., 1951.....	31,805
Mar., 1952.....	5,570
Mar., 1951.....	28,782
4 Mos., 1952.....	24,480
4 Mos., 1951.....	114,312

% Change vs. 1951

Apr., 1952.....	-86.39%
Mar., 1952.....	-80.65%
4 Mos., 1952.....	-78.58%

WASHING MACHINES, Standard (Electric & Gas Engine)

Apr., 1952.....	217,211
Apr., 1951.....	292,193
4 Mos., 1952.....	935,504
4 Mos., 1951.....	1,323,068

% Change vs. 1951

Apr., 1952.....	-25.66%
4 Mos., 1952.....	-29.29%

WATER HEATERS, Storage

Apr., 1952.....	45,295
Apr., 1951.....	70,732
Mar., 1952.....	46,167
Mar., 1951.....	84,171
4 Mos., 1952.....	172,625
4 Mos., 1951.....	288,396

% Change vs. 1951

Apr., 1952.....	-35.96%
Mar., 1952.....	-45.15%
4 Mos., 1952.....	-40.14%

Stair-Climbing Cleaner

A BRITISH vacuum cleaner with an attachment allowing its use on stairs was shown at the British Industries Fair in May. It is manufactured by Electrics, Ltd., Dagenham, Essex.

SK FIXTURES FOR MAXIMUM SELLING EFFICIENCY AT BUDGET PRICES

Masterline UNIT COUNTERS



A-5301 WITHOUT DOORS \$55.85

- Here is a counter that has everything—
1. Dependable, factory built construction.
 2. Choice of select grade Hard Maple or Oak face parts and a durable lacquer finish.
 3. Furnished in the popular 30 1/2" x 62 1/2" inside band size, 33 1/4" overall height.
 4. Top is pre-drilled for quick installation of glass band and dividers with Store Kraft peg splicers.
 5. Priced low because each part was carefully designed for quantity production in our modern plant.

Thrift LINE

PRICES RANGE FROM \$71.65 to \$111.10
with an added saving when packed two per crate



The Thriftline Merchandiser is also available with 30" x 60" single base.

The A-1032 Merchandiser has one 12", one 16" and one 22" shelf giving a total of 33 1/3 sq. ft. of display space on 12 1/2 sq. ft. of floor space at \$74.20.

If sales are to be made from both sides of the fixture, the A-1026 Merchandiser with two 10", two 12" and two 14" shelves will provide approximately 46 sq. ft. of display space on 25 sq. ft. of floor space and the price is only \$88.50.



Prices are F.O.B. Beatrice, Nebr. Shipment made promptly from stock. Write for circulars giving complete information.

STORE KRAFT MANUFACTURING COMPANY
DEPARTMENT Q, BEATRICE, NEBRASKA

Webster Electric Co.

At a recent meeting of the Board of Webster Electric Co., S. Arthur Loeb, who has been president of the company for 26 years, was named chairman of the board. Succeeding Loeb as president is Arthur C. Kleckner, who was vice-president and secretary. Preston G. Crewe, formerly vice-president and treasurer, is now executive vice-president and treasurer, and Frederick A. Fischel, who was vice-president, is vice-president and secretary.

Lyon Metal Products, Inc.



J. M. OLESEN

J. M. Olesen has been elected a vice-president of Lyon Metal Products, Inc. He was formerly Lyon's general sales manager.

Belmont Radio Corp.



GEORGE M. HAKIM

George M. Hakim takes over as director of advertising and sales promotion for Belmont Radio Corp., maker of Raytheon TV sets. He comes to Belmont from Allen B. DuMont Laboratories, Inc., where he was advertising manager of the receiver division.

Carl J. Theobald has been named eastern sales manager. Before joining Belmont in April of last year, he was Hotpoint sales manager for Graybar Electric Co. in Detroit. King Ray is the new central regional sales manager; he was formerly vice-president for a furniture manufacturer.

Nesco, Inc.

Robert B. McKnight has been newly appointed as western regional sales manager for NESCO, Inc.

New Positions

Wilcox-Gay Corp.



H. EVERETT SMITH

H. Everett Smith succeeds Leonard Ashbach as president of the Wilcox-Gay Corp. and Garod Radio Corp. Ashbach becomes chairman of the board of both companies. Smith resigned his position as a senior vice-president of the Marine Midland Trust Co. of New York to accept his new post.

Whirlpool Corp.

Leonard R. Cooper, vice-president of the Whirlpool Corp. and general manager of the LaPorte Air Craft Division, now becomes general manager of the Clyde Porcelain Steel division, as a result of the resignation of Thornton E. Stokes, former president of the Clyde Porcelain Steel Corp. and later its general manager when it became a Whirlpool division.

Lawrence L. Kurth has been appointed assistant to the sales manager of Whirlpool. He was formerly office manager of the sales department.

In a rezoning of sales territories, Joseph E. Conroy has become regional sales manager of the northeast territory, and Ernest Keller takes over the central territory. In addition, Peter N. Prussing is new regional sales manager for the southwestern territory.

CBS-Columbia, Inc.



GERALD LIGHT

Gerald Light has joined CBS-Columbia, Inc., as director of advertising and sales promotion. He recently resigned from the post of advertising manager for Emerson Radio and Phonograph Corp.

Easy Washing Machine Corp.



W. HOMER REEVE

W. Homer Reeve has been elected president and a director of Easy Washing Machine Corp. following the death of H. Paul McIligan. Reeve has been with the firm for 12 years, for the last seven years as vice-president and general manager, and before that was a sales executive with Frigidaire.

Westinghouse Electric Corp.

Three vice-presidents have been named to head 12 of Westinghouse's 31 divisions. W. W. Sprout becomes vice-president in charge of the general industrial products group of divisions. L. B. McCully is vice-president in charge of the East Pittsburgh divisions. H. E. Seim is vice-president in charge of the Sturtevant division and the Bryant Electric Co.

Richard R. Burkholder, formerly in charge of developing advertising and promotion of the refrigerator trade-in program, has been appointed electric range advertising supervisor.

Maurice H. Vereeke takes over as laundry equipment sales training supervisor. He was a major appliance factory representative.

George D. Emerson is a new appliance specialties factory representative.

Morrison Steel Products, Inc.



JOHN K. FARRAR

John K. Farrar has been named sales manager of the Mor-Sun furnace division of Morrison Steel Products, Inc. Farrar has been serving as acting sales manager, and earlier was assistant sales manager.

General Mills, Inc.

Charles H. Bell, formerly executive vice-president of General Mills, Inc., has been elected president of the firm, succeeding Leslie N. Perrin, who has retired, but will continue as a member of the board.

Henry S. Kingman, Jr., formerly sales staff assistant in home appliances for General Mills with headquarters in Minneapolis, is now operating out of San Francisco as special field representative for the Pacific central district.

Thor Corp.



C. ROBERT STELTENKAMP

C. Robert Steltenkamp, formerly a manager of special promotions for the Kroger Co., has been appointed a product manager for Thor Corp.

Mercury TV & Radio Corp.



ELLIOT PEIKOFF

Elliot Peikoff is the newly appointed general manager and director of sales for Mercury Television & Radio Corp. Formerly head of his own distributing company in Winnipeg, Canada, Peikoff has been in the Pacific-Mercury sales division since its inception.

Sylvania Electric Products, Inc.

Samuel B. Williams has been named assistant to Don G. Mitchell, president of Sylvania. Williams, formerly editor of Electrical World magazine, joined Sylvania in 1947 as manager of customer relations of the lighting division, and two years later became director of public relations. In this position he is succeeded by George W. Griffin, Jr., manager of General Electric's News Bureau at Schenectady, N. Y., since 1945.

Crosley Div., Avco Mfg. Corp.

Philco Corp.



M. R. RODGER



JAMES M. SKINNER, JR.

M. R. Rodger has been promoted to manager of utility and major account sales of Crosley Div., Avco Mfg. Corp. He is succeeded as western sales manager by Thoben F. Elrod, who has been manager of the firm's distributing branch in Atlanta. J. D. Crawford succeeds Elrod in Atlanta, and his post as manager of the Portland, Ore., branch goes to C. J. Ward. The Albany, N. Y., branch, formerly managed by Ward, is taken over by Theodore B. Kling, who was assistant branch manager.

Evans Products Co.

New assistant advertising manager of Evans Products Co. is Dan Olson, who was formerly assistant office and credit manager of a Minneapolis Moline Co. division. T. R. Banks has been named district sales manager of the heating and appliance division; his territory includes North Carolina, Virginia, West Virginia, Maryland and the District of Columbia.

National Pressure Cooker Co.

Leonard E. Evans, who has been assistant sales manager for Schick, Inc., has gone over to National Pressure Cooker Co. in a similar capacity. E. Dale Hill, formerly a field representative, is now field sales supervisor.

New vice-president-distribution for all domestic divisions of Philco Corp. is James M. Skinner, Jr. He has served Philco in various capacities since joining the firm in 1934. Most recently he has been vice-president of the service and parts division.

Albert J. Rosebraugh, a 23-year veteran with Philco, has been appointed sales manager of refrigeration. His last position was manager of distribution.

Electric Steam Radiator Corp.

Niles W. Leuck is new executive vice-president of Electric Steam Radiator Corp. Before joining the firm, Leuck served for over seven years as sales manager and assistant to the president of Bersted Mfg. Co.

Emerson Radio & Phonograph Corp.



EDWARD KANTROWITZ



ALBERT LEON



ARNOLD HENDERSON

Edward Kantrowitz has been named acting manager of the advertising department of Emerson Radio & Phonograph Corp. He was assistant to the director of sales. Albert Leon is acting manager of the sales promotion

department, leaving his post as assistant sales promotion manager. Arnold Henderson, who has been assistant distribution manager, has been appointed to the post of assistant national sales manager.

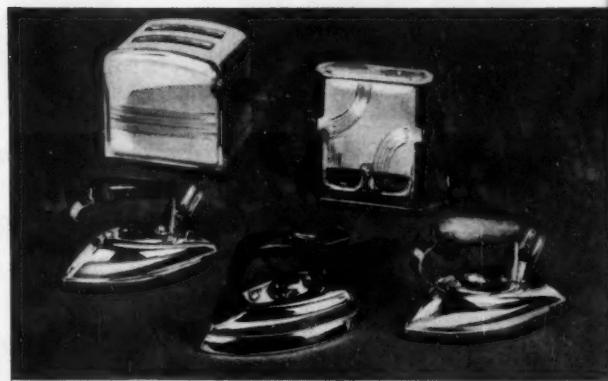
Your customers
don't need a
barrel of
money...



to buy these appliances!

Here's Son-Chief, the supplementary line you and your customers have waited for...it's designed to catch the eye, priced to open the purse, guaranteed to deliver top performance for a long, long time. Don't let premium prices scare off shoppers...wrap up budget sales with sensibly priced Son-Chief Appliances.

OFFER THE COMPLETE LINE OF DEPENDABLE SON-CHIEF APPLIANCES



Son-Chief Automatic Pop-Up Toaster # 622

Son-Chief Toaster # 600A

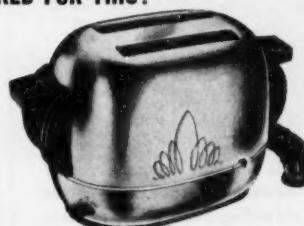
Son-Chief Automatic Iron # 334

Son-Chief Automatic Iron # 388

Son-Chief Indicator Iron # 302

HOW MANY CUSTOMERS ASKED FOR THIS?

Any shopper who looks over expensive toasters and leaves without buying is asking for Magic Maid. Here's the leader of our de luxe line...handsome as any you've seen. The smart looking Magic Maid sells where others won't...gives you quick turnover, full markup, high profits. It delivers the features your customers expect only in top-priced models...yet costs \$5 to \$8 less. Luxury styling...gleaming chromium...engraved sides...toast color control...hinged crumb tray...automatic shut-off...guaranteed performance.



Magic Maid
AUTOMATIC POP-UP TOASTER

SON-CHIEF Electrics Inc.
WINSTED, CONNECTICUT

ARMSTRONG GAS LOGS

They're CERAMIC



AGA Approved
For any gas

Here's as pretty a set of fireplace logs as you'll find anywhere, and you know that good appearance plays an important part in the sale of logs today.

Armstrong engineers have designed these logs to resemble rough oak—solidly made to stand any heat. Base is heavy bar steel, finished in rich black. Cast iron burner and solid brass valve. 17" high, 11" deep.

L-20	21"	wide	20,000	B.T.U.
L-24	24"	wide	24,000	B.T.U.
L-30	27"	wide	30,000	B.T.U.

ORDER FROM YOUR JOBBER TODAY

or write for literature on Armstrong Electric and Gas Heaters, Portable Ironers, etc.

ARMSTRONG PRODUCTS CORP.

Manufacturers of Quality Products Since 1899

Dept. EM

Huntington 12, W. Va.



Flexible Cords

In convenient lengths, on smart metal spools for fast and profitable "footage" business... well known to your trade as the choice of leading manufacturers... also U-L approved Cord Sets that put an end to CORDelirium.

For exacting uses requiring special resistance to oil, heat and light, our SO and SJL cords are supplied with Neoprene jackets... both 40% and 60%.

CORNISH WIRE COMPANY, INC.

50 Church Street, New York 7, N. Y.

WRITE TODAY FOR PRICES

NEW HAVEN QUILT & PAD CO.

PADDLED TV COVERS

Eliminate Damages

FOR ALL SIZE TV SETS



For
Combinations
Consoles
Table Models

COMBINATION: 41" H, 44" W, 27" D
CONSOLE: 40" H, 31" W, 27" D
TABLE MODEL: 24" H, 25" W, 25" D

These waterproof covers completely cover all sets. Combination and console covers have a 2" web strap with adj. cadmium plated slide buckle, tie tapes at back. Table model has tie tapes at both sides.

NEW HAVEN QUILT & PAD CO.
American's Largest Pad Manufacturer
82-84 Franklin St., New Haven 11, Conn.

DISTRIBUTOR NEWS

Sell Them on the Outside

Use outside salesmen or go broke cutting prices, says Equipment Distributors, Boston, and offers dealers a cooperative telephone canvassing plan

"If you compete in the present price-cutting rat race, you must go broke." Thus Equipment Distributors of Boston prefaces the announcement of its new drive to sell at or near list price. How? By a direct-to-consumer sales organization. It was the only way a dealer could stay alive in the thirties, says the wholesaler, and it will work now.

The scheme, designed to sell Whirlpool washers and dryers, has as its main ingredient the telephone. A tested telephone script, says the wholesaler, can get five bone-fide appointments and at least one or two good leads for every 50 calls made. Salesmen spend time closing sales instead of looking for prospects.

Here is what Equipment Distributors offers to do:

—pay for and run classified ads several times a week to attract direct-to-consumer salesmen for qualified dealers;

—hire, train and direct these salesmen;

—provide district managers to work with the salesmen, helping them close sales in the field;

—hire for the dealer, on the dealer's staff, telephone canvassers to solicit leads (two canvassers for each salesman to begin with, one to be eliminated at the end of a week).

Who Gets What. The telephone canvasser, who works five to six hours a day from her own home, is paid (by the dealer) \$10 weekly, plus \$5 for each sale consummated. The salesman gets a \$35-a-week drawing account against a commission of 1/3 the

gross margin dollars. The distributor's specialty sales manager gets two percent of the net sales made by the outside men. The dealer and the salesmen must attend sales incentive meetings at Equipment Distributors' offices at least twice a week.

The distributor bases his confidence in this plan on the selling power of free home trials. And if the dealer still has doubts, Equipment Distributors assures him he can't lose, because the firm will subsidize him against loss up to \$10 for the cost of transporting any merchandise that eventually must be pulled out of a prospect's home.

Raymond Rosen & Co.

In addition to the appointment of Thomas F. Joyce as president of Raymond Rosen & Co., Inc., and Philadelphia Appliance Service Corp. (see picture), several other executive appointments have been made within the Rosen organization. L. P. Clark, formerly vice-president, was elected president of Raymond Rosen Engineering Products, Inc., a subsidiary. Other elected officers: Joseph Wurzel, one of the original founders, was re-elected vice-president of both the parent company and the engineering subsidiary; Jack S. Rosen, elected vice-president of Raymond Rosen and vice-president of the two subsidiaries; Edward H. Rosen, secretary of the three companies; and Bernard E. Narin, treasurer of the three companies. Felix Gross, former manager of the American Kitchen division of the parent firm, has been named manager of the specialty products division, succeeding Jack Rosen.

Western Appliance Corp.

Idea men don't come much younger than Roger Thompson. Roger, the ten-year-old son of W. G. Thompson, general manager of Western Appliance Corp., Denver distributor of Whirlpool washers, came up with an idea that his father's firm snapped up in a hurry. One night at home, Roger picked up a yo-yo and flipped it out in an expert breakaway, then suddenly said, "Dad, why don't you have the company stamp a picture of a Whirlpool on yo-yos and give them away to kids if they bring their parents in to see that their mothers took them to get those free yo-yos, and you could take it from there." Well, the idea went up through channels, and before long Thompson got a shipment of 10,000 yo-yos to hand out to dealers. If the promotion works, Whirlpool will spread it all over the country.

Rosen's New Head



THOMAS F. JOYCE has been elected president of Raymond Rosen & Co., Inc., Philadelphia appliance distributor, succeeding Raymond Rosen, who died recently. He joined the distributor eight years ago as a partner after serving as vice-president of RCA, and before taking over the presidency he was Rosen's vice-president and general manager.

... His Keeps Him in the Black

CONTINUED FROM PAGE 71

sixth month, the Radio Center serviceman will refuse payment for the call, assuring the customer that "You deserve at least one free service call."

The time and money that Cafora has spent in building up a service reputation are paying off handsomely now. Bridgeport with its 65 percent saturation is becoming a replacement market and a large part of the Radio Center's current volume is in replacement buying. Yet Cafora has not yet made a determined effort to sell his old customers a new set. The reason is simple enough: Radio Center's sales today are being made to Bridgeporters who purchased their first sets elsewhere and found that the original dealer was weak on service. For their new set they are shopping for service as well as any other single feature. And Radio Center's reputation for service, spread by advertising, occasional plugs in the radio column of the local paper, and by word of mouth advertising by satisfied customers, is bringing them into Cafora's store.

Advertising, Too

Cafora has advertised fairly heavily and consistently since he opened Radio Center five years ago. (Before that, he was located across the street from his present location, but specialized in service work, handling a good deal of contract work for other stores in town.) His advertising budget is set at two percent of sales. And all of his advertising is built around one important maxim: Identify the store and then "offer" something to the reader.

In Cafora's language, this "offer" doesn't have to mean price concessions. Currently, it's taking the form of a five-day free trial offer. Last winter (when WNHC-TV in New Haven was given permission to step up its power) Cafora offered indoor antenna installations to prospects living in apartments or rented homes where outdoor antennas could not be used.

Free trials can be troublesome in an area like Bridgeport where only one primary station (New Haven) can be received with an indoor antenna. Cafora has taken an unusual approach to the problem and it is apparently paying off very well. If the prospect is willing to base the trial on reception of New Haven alone, an indoor antenna is used. But if the customer wants to receive New York stations which require an outdoor antenna,

Cafora offers to handle the installation. The customer must pay for this, but if he is a serious prospect, he won't balk at this expenditure since he'll need the outdoor antenna no matter where he buys the set. Once the antenna is up and the set has been in the home for five days, the chances are that it will stay there.

The indoor antenna promotion last fall produced a good response among persons who could not or would not use an outdoor antenna. But there are still many people in this category, Cafora believes, who won't buy a set until they can receive more than a single channel on the indoor hook-up. It is among these prospects that the advent of UHF service will have the greatest effect. The appearance of two local stations will bring many of these people into the market, Cafora believes.

Replacement Selling

But outside of the group, there is no large class of people left without television in the Bridgeport area today. More and more of the business is replacement business although, somewhat surprisingly, only one out of five sales involves a trade-in. Many persons keep their old set or, dissatisfied with the trade-in allowance, attempt to sell it through classified ads. The trade-ins which Radio Center is handling today are largely 10 or 12 inch sets, although some 16-inch "mongrel" sets are being replaced. Cafora sells a re-conditioned 10-inch table model for anywhere between \$35 and \$50.

On new sets, Cafora limits himself to two lines, one of which he has had almost since Radio Center opened and to which he attributes a good deal of his success. He is convinced that many dealers handle too many lines, confusing the customer and making it virtually impossible to really know their lines.

Radio Center is open every night, a practice which is assuming increasing importance and accounting for more and more sales, Cafora says.

Consistent advertising, special promotions, limited lines and night openings indicate that Cafora has utilized good merchandising techniques to complement his service background. But at heart both Cafora and the Radio Center operation are service-minded—an attitude that has paid off in good times and bad.

New Horizons for TV

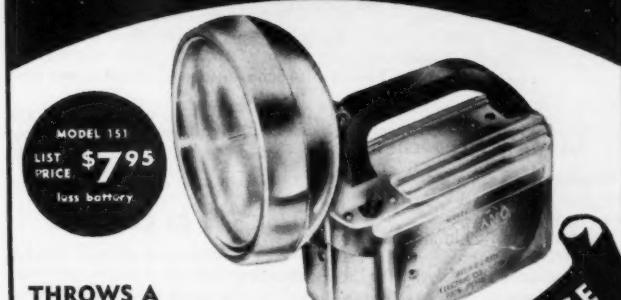
What's the end of the TV freeze, the introduction of UHF, the opening of new markets and new stations going to mean in terms of dealer sales and prosperity?

You'll find the complete TV picture in the September
ELECTRICAL MERCHANDISING

A BETTER LIGHT SELLS ON SIGHT

VOLKANO

PORTABLE ELECTRIC HAND LANTERN



THROWS A
POWERFUL BEAM
FOR HALF-A-MILE!

•
SEALED BEAM MAKES
BATTERY LAST UP TO
8 TIMES LONGER.

WESTINGHOUSE
SEALED BEAM

Ask us About the Complete Richberry Line

RICHBERRY ELECTRIC CO.
Affiliate of Gimco Tool & Mfg. Co.
2335-45 WEST CERMAK ROAD, CHICAGO 8, ILLINOIS

CEMCO HYDRAUL-LIFT TAILGATE



BEST WAY TO HANDLE APPLIANCES

Complete specifications—users near you — are yours for the asking. Write Dept. E-7.

It's a hydraulic operated tailgate that raises or lowers 2,000 pounds safely and smoothly. Can be instantly stopped and held at any point. Mounts readily on any $\frac{3}{4}$ to 5 ton truck.

On your truck it eases man power problem, means safer handling of heavy appliances—gives you modern equipment.

CEMCO INDUSTRIES, INC.,
GALION, OHIO

We Laid It on the Line . . .

CONTINUED FROM PAGE 60

issue of ELECTRICAL MERCHANDISING and fully agree with your viewpoint and believe that this editorial should be called to the attention of manufacturers and distributors to the end that it may do the dealers some good.

Keep up the good work.

GLENN N. BOUCHER
Bouche Appliances Inc.
Coral Gables 34, Florida

So Many Headaches

Permit me to congratulate you on your fine stand on TV margins editorial in your April issue.

But that is only part of the story. Mr. Distributor is selling via the back door on all lines of radio, TV and appliances to anyone who has the cash to pay for it.

I am on record, like many others will, upon completion of store lease, close the door forever to TV-appliance selling, after spending 30 years in this business. I have (postwar speaking) never experienced as many headaches in my life-time of selling merchandise.

F. E. JACOB
Frederick Radio & Appliances
Berkeley 5, California

Hopeless

It is with regret that we acknowledge all that you say is true. After 20 years we must view the situation as hopeless. Nearly \$400,000 gross volume last year (1951) but no profit so—what are we in business for?

R. R. HOLLISTER
HOLLISTER'S
Dayton, Ohio

No More TV

"Out in the Open", your editorial should be mailed to all electrical appliance distributors.

We discontinued handling television for that one reason. We had to compete with back door salesmen, who operated out of their cellars of their homes, with barely any overhead. The same men were able to buy the same merchandise and were classed as dealers. Keep up your campaign and clean out this rotten phase of the appliance field.

FRED W. UNGUREIT
Pyrofax Gas Service
Tunkhannock, Pa.

Let Dealers Off Too Lightly

Being a retail dealer I read your editorial "Out in the Open" with much interest and am glad to know that someone not directly connected with the selling of appliances could see what is happening and had the grit to stand up and tell the manufacturers and distributors of their faults. I believe it will do good.

If I had any criticism to make, it

would be that you let us dealers off too lightly in your article. A lot of us are guilty of price cutting that is not only making our business unprofitable now, but we are making our own beds harder in the future. Maybe you will take care of us in a future article.

If you can spare them I would like about a dozen copies of this editorial to send to some distributor and retail friends.

B. C. VASSY
Gaffney Electric Company
Gaffney, S. C.

Could Be Controlled

Referring to your editorial of May, regarding back door selling and price cutting, the most serious problem we have is from our summer visitors and cottage owners, who are able to buy appliances, radio and TV equipment in Pittsburgh, Youngstown and Cleveland, wholesale.

On the local scene there is very little of this going on at present except when dealers become over-loaded and cut prices to move their inventory. It is a serious problem and one which could be controlled entirely by sincere distributors and manufacturers.

W.M. SMALLENBERGER, JR.
Bill's Radio Supply Company,
Conneaut Lake, Pa.

We're Behind You

Thank you for your May editorial. It has "hit the nail on the head" as far as we retail appliance dealers are concerned. Your article has created a great deal of favorable comment in this market. Keep up the good work. We dealers are behind you.

ROBERT L. JOHNSON
Appliance Dept. Mgr.
Swenson Brothers
St. Paul 1, Minn.

Now Where?

You are absolutely right. But what are we going to do about it?

MR. LOCH
Electric Equipment Co.
Lodi, Calif.

To the Point

I was particularly impressed with your May issue of ELECTRICAL MERCHANDISING. Mr. Wray, your editorial "Out in the Open" is in my opinion the most direct and to the point article relative to what is wrong with the appliance business and I wish to commend you most highly for your fortitude in publishing the editorial. You covered it beautifully. If it be possible, I would appreciate you sending me 25 copies of this editorial as published. Also, please send me five full copies of the May issue and bill me accordingly.

I have been selling both retail and wholesale electrical appliances in Montana since 1922 and have been operating this store for about two years. We are not side liners, just a straight electric appliance dealer in a 25,000 populated town with 32 major appliance competitors.

If I want to sell anymore, I have got to cut. So how are you going to cut with 30 to 25 percent margins? If the big boys want this kind of competition the least they can do is set us up to 40 percent or better. At any rate the situation is bad and getting worse.

FRANK C. PAUL
Paul's Town and Country
Missoula, Montana

No Quiet Mention

Please accept our congratulations for very expertly handling a real problem in writing your editorial "Out in the Open" in the May issue of ELECTRICAL MERCHANDISING. This problem has been hinted at and very quietly mentioned in public speeches and articles for a few years but you are the first person that has brought it completely "Out in the Open".

Mr. Jack Reed, president of our company, has asked that we write you for a dozen or so reprints of the article, in case such is available. Again our congratulations and best wishes.

JOHN H. KAVANAUGH, Manager
J. R. Reed Music Co.
Austin, Texas

To Every Salesman

Since the May ELECTRICAL MERCHANDISING arrived we have shown the editorial "Out in the Open" to every jobber salesman that has entered our store.

With over 25 happy years behind us in the electrical appliance business, and at the same address, we have realized the trend in merchandising for many months.

Your editorial covers the situation completely and we are glad to see it out in the open.

J. CHARLES FERRIS
Ferris Sales Co.
Albany, N. Y.

Impact on Producers

We have just had the privilege of reading a copy of your editorial "Out in the Open", in the May issue of ELECTRICAL MERCHANDISING.

Mere words do not seem adequate for us to express our deep appreciation for the stand you have taken, and we sincerely hope to have the pleasure of hearing further from you on this all important subject, possibly at the NARDA convention next month.

Your understanding of the appliance dealer problems as indicated in this editorial will surely have a forceful impact on the industry as a whole and at the manufacturing level in particular.

Many thanks for the dealers who feel the same way we do but may not write to you about it. Our Gulf Stream

cruiser is standing by, and we would welcome a visit any time you include Miami in your travels!

GEO. F. KLEIN, Sales Manager
Lowry Electric Co.
Coral Gables, Fla.

Few Dealers Left

Your editorial in the May issue of ELECTRICAL MERCHANDISING was very timely and to the point. The current situation is especially alarming to us because we have seen the same conditions in the commercial refrigeration business.

You probably know what has happened in this industry and that there are very few if any retail dealers left and the major portion of commercial fixtures are now sold direct from the factory to the store operator through his association or group buyer. This, of course, leaves nobody to promote and encourage a store owner to modernize and improve his store.

It seems to us that the appliance manufacturer should be interested in the present situation or he too will have no medium to promote and sell his product.

We would appreciate more editorials on this subject.

DONALD E. FRANK, President
Frank Refrigeration Inc.
Minneapolis, Minn.

We Endorse

Your article is so right and timely that we endorse it 100%, and we appliance dealers owe you a lot for your time and effort which you devoted to our present-day predicament. Thanks a million.

C. C. YELCH
Princeton, Ind.

The Donkey Died

When I read your editorial in ELECTRICAL MERCHANDISING early this month, I felt it my duty to congratulate you on your courage and wisdom and to let you know that this type of exposure of facts does make some people think that maybe there is still hope that the industry will not have to backtrack 30 years and set up their own retail outlets and specialty salesman crews. Maybe, somehow, these manufacturers will see the handwriting everywhere. I sincerely hope that the good Lord will illuminate you in future articles that would perhaps shame the appliance manufacturers in doing something constructive about this all important industry, the industry that produces for the home, labor and food saving devices which pay for themselves over and over again. A fact that even the manufacturers, let alone the distributors, have forgotten to capitalize upon. Why, the current distributor salesman offers to help the dealer by showing him how by giving 25% off he makes a profit! Volume does it, he tells them. How can you buck that line of thinking at the distributor level?

You may wonder why I have not mentioned TV manufacturers. Well,

**Astral GRABS
A NEW,
UNTOUCHED
MARKET—
PORTABLE SPOT
REFRIGERATION**

**A new
profit item
for
Electrical
Dealers**



Dimensions: 23½" by 22" by 21½"

MIRACLE COOLING UNIT
6, 12, 24, 32, 110, 220 volts
Dual Voltage giving cooling of any low
voltage with 110 volts or 220.
AC or DC any cycle
Absorption principle
No moving parts
Silent as the falling snow
Guaranteed—Warranted

AVAILABLE IN WALNUT, BROWN
MAHOGANY AND WHITE FINISHES

**PORTABLE SPOT
REFRIGERATION**

a new concept — a new product
to fill an old need...refrigeration
where and when you want...

FOR HOMES • FOR BOATS • FOR TRAILERS • FOR
HOME BARS • FOR MOUNTAIN AND RESORT COTTAGES
FOR BUSINESS AND PROFESSIONAL OFFICES

**ASTRAL BLASTS
14 SALES AVENUES**

**Complete National
Advertising Covering
All Dealers**

WRITE TODAY FOR FULL DETAILS

ASTRAL INDUSTRIES 10
P. O. Box 239, Northvale, N. J.
Gentlemen: Please send me full details on the
New Astral.

Name _____
Address _____
City _____ Zone _____ State _____

Astral INDUSTRIES, INC.
P. O. Box 239 Northvale, N. J.

they have proved to be the smartest of them all. They succeeded in making the dealer believe that TV was all cream and that he shouldn't dare even think of overhead for TV. He would say "Wake up. Don't be a fool and turn business down. How can you lose by making a profit?" Yes, he was really smart, but, like the man who stopped feeding his donkey because he was determined to teach him how to do without food and after some 30 odd days the donkey died. He complained that after he taught the donkey how to live without food, the damned fool laid down and died. Well, they too are beginning to moan.

Dealers are not give-away promoters, one-house-per-year builders, auctioneers, discount houses, etc. Dealers who can conduct a business which is highly saturated and must know how to make the owner of a 10 or 20 year old appliance dissatisfied with its performance and at the same time offer a fair trade price for the old keepsake and still remain honorable and honest and not have the fear that the fast buck artist will say, "I'll give you twice as much and you can keep your appliance", leaving the customer so bewildered and skeptical that in many cases he makes the old appliance do because he has no confidence left and in other cases he goes on a shopping spree of "how much better can you do?"

As you may have guessed, we sell list only, make no deals but render the type of service and peace of mind that the customer (not the sucker) deserves and is entitled to. What has happened to our volume is another story. After all, we deliver less than 25% of what we sell. The balance is delivered by the carload dealer and the chiseler dealer whom he feeds with the blessing of the distributor, who, because he turned the other way too many times, now has a tiger by the tail since the modern carload buyer buys on floor plan and has nothing to lose.

They call this a business! What a business! They have put the horse traders of old to shame. My hope at present is that present situation would continue for about another year so as to squeeze the fast operators out or that I would decide to give this thing up for something that is honorable and in that way be able to smile again.

FRANK S. URISNO
2340 S. Broad St.
Philadelphia, Pa.

100 Percent

Thanks for your editorial "Out in the Open" in your May issue. You expressed our sentiments 100%. We sincerely hope for a better day.

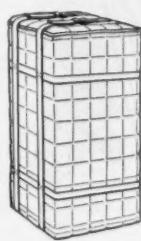
C. E. WEBER
Weber Electric
Glenolden, Pa.

They Walk Out

It seems to me the psychology of the run of customers today since Macy's cut-price affair last summer is to look for everything less than list (Continued on next page)

"... with **"Slingabouts"** our
appliance handling is safer, faster!"

SAYS H. B. TALBOTT, MANAGER
KEPS APPLIANCE CO., EASTON, PA.



"Slingabouts help us keep customers happy by protecting appliances and speeding up delivery," states H. B. Talbott.

Like the Keps Company, you can guarantee quicker, damage-free delivery with Slingabouts. Heavy canvas jackets over linings of soft flannel and cotton padding absorb shocks and jars while preserving finishes. A strong sling with sturdy hand straps means easier handling in trucks and through narrow spaces. You will find a Webb Slingabout style for all leading makes of appliances.

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.	
Send Slingabout prices for model # _____	
make _____	<input checked="" type="checkbox"/> Refrigerators <input type="checkbox"/> Radio <input type="checkbox"/> Range <input type="checkbox"/> Washer <input type="checkbox"/> Other <small>(please specify)</small>
Name _____	
Address _____	
City _____ State _____	

SEND TODAY

THANK YOU

McGraw-Hill



for recently calling the
attention of industry to the substantial growth of UNILECTRIC'S volume in your advertising in Business Week, Advertising Age, Advertising Agency, Printers' Ink and Sales Management, and by direct mail.

Your featuring of our company in your folder of "Examples of Successful Business Paper Advertising" is deeply appreciated. We will strive to maintain the precision standards and cost saving features of UNILECTRIC WIRING SYSTEMS responsible for the progress that called forth your generous comments.

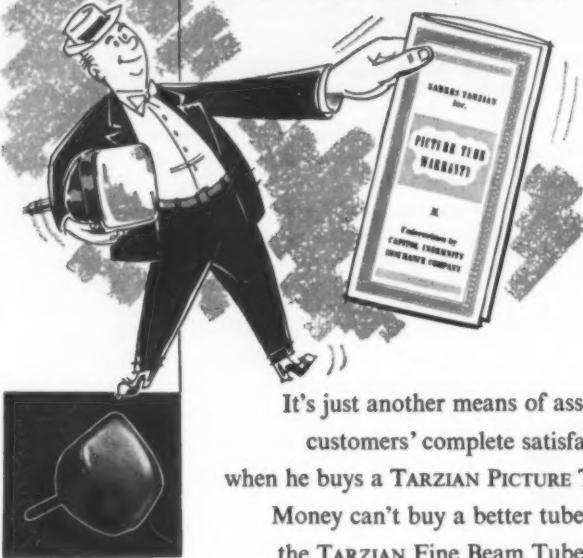
UNITED MANUFACTURING & SERVICE CO.
419 South 6th St., Milwaukee 4, Wis.

*Copies of the McGraw-Hill report are available on request. Send to-day for this additional evidence that UNILECTRIC WIRING SYSTEMS will reduce your product wiring costs — and improve your products.

With every

TARZIAN TUBE goes a BONDED WARRANTY

Underwritten by
CAPITOL INDEMNITY INSURANCE COMPANY



It's just another means of assuring
customers' complete satisfaction
when he buys a TARZIAN PICTURE TUBE.
Money can't buy a better tube than
the TARZIAN Fine Beam Tube.

SARKES TARZIAN, Inc., Bloomington, Indiana

GLAMORIZE DELIVERIES CASH IN

with Deluxe NEAL COVERS . . .
STOP Customer Complaints on Scratches!



N. 200 Cover and No. 100HD KIT
shown in above cut

ORDER TODAY

Enclose check or item marked below.
Immediate delivery. Guaranteed to be
as represented.

- No. 350 17" Table Model Cover for TV. \$ 9.50
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Range Cover. 19.95
- No. 200 45-12" Refrigerator Wraparound
Cover. 21.95
- No. 90LD E-ZEE-LIFT KIT—300 pound
capacity. 12.95
- No. 90HD E-ZEE-LIFT KIT — 1200
Pound capacity. 19.95
- No. 400 Toe-O-Tv Pads for Showroom.
Kit contains 12 pieces, all sizes. (Wool). 11.50

Circular on request

NEAL PRODUCTS CO.
MARLBORO 43, MASSACHUSETTS



The sensational new FIRE-GUARD Fuse Coupling is an outstanding invention of the decade. It brings long needed safety and remarkable convenience to homes, offices, stores and institutions. Over 300,000 electrical fires occur each year. Many of these fires could be prevented by the use of FIREGUARDS . . . saving millions of dollars in fire losses. Listed with the Underwriters Laboratories, Inc.

Sales Getting Display . . . makes FIREGUARD
Easy to See . . . Easy to Sell

ASK YOUR JOBBER FOR FIRE-GUARD FUSE COUPLINGS. Write today for complete information regarding FIREGUARDS, counter display box, counter literature, etc.

F. H. SMITH MFG. CO.
NATIONAL SALES OFFICE
3628 SO. BLAKE ST. CHICAGO 9, ILL.

We Laid It on the Line . . .

CONTINUED FROM PAGE 169

price. Take for instance, the past Saturday night we had a couple in our store looking at a special-priced percolator. They were interested, but they thought it was the automatic model priced at \$16.89. They were looking for a cut price on the \$29.95 model. They then asked our price on the percolator and we quoted \$37.50. So you can readily see they are looking for prices on articles and when you have none on the pieces they want they walk out. In other words, they don't expect to buy at list prices these days. What to do I have not doped out as yet for me or the rest of us.

C. A. ANGLEMIRE
Nazareth, Pa.

Industry Cancer

It was indeed a pleasure to digest your recent editorial, "Out in the Open" in the May issue of ELECTRICAL MERCHANDISING. We have a cancerous condition in our area due to the selling of appliances, television, and even furniture to Federal employees through a so-called cooperative discount arrangement. We are making efforts to try to clean up this bad situation.

We are wondering if it will be possible for you to forward to us about 150 copies of this wonderful editorial in order that we may distribute some to the dealers in our San Bernardino County. Anything you can do to take care of this request will be greatly appreciated, and we are sure the dealers in this area will become avid readers of your fine publication.

W.M. BLUMENFELD
The Harris Company
San Bernardino, Calif.

Scheme to Demoralize

I want to express my congratulations to you for the very splendid and factual editorial, "Out in the Open", in the May issue of ELECTRICAL MERCHANDISING. And at the same time I want you to know that I, for one, and I am sure there are many others, sincerely appreciate the effort you are making in behalf of "harassed and deviled" major appliance dealers.

I have been fighting this battle with my appliance distributor for the past year, but, of course, getting nowhere. Ten years ago all the forces on earth could not have convinced me that I would ever be confronted with some of the situations I have had to cope with lately. It is simply beyond the wildest stretch of my imagination to even try to understand how or where distributors and manufacturers can find any justification for such a course.

I feel sure that if all the brains in the appliance industry had been devoted to the task of devising a plan for the immediate and complete demoralization of the dealer organization, they could not have come up with a better scheme.

Please keep up the good work. Perhaps the combined efforts of all concerned will, some day, get this business back on the ethical basis it once operated on.

B. C. BUTLER
Butler Mercantile Company
Delray Beach, Florida

Absolutely True

Your editorial for May, 1952, in ELECTRICAL MERCHANDISING is one of the finest, most intelligent ones I have seen in a long time. The number one reason for this comment is that your editorial is absolutely true. Mr. Wray, we desperately need someone like you to carry the ball and start rectifying this at its source which is the manufacturer and the jobber.

We thank you for your interest and wish you God speed in your further efforts.

J. O. QUARNES, Secretary-Treasurer
Home Appliance Store
Minneapolis 7, Minn.

A Few Reprints

Please accept our congratulations for your excellent editorial on page 214 of May ELECTRICAL MERCHANDISING. We should like to have a few reprints of this editorial for our local dealers and distributors.

J. R. REED, JR.
J. R. Reed Music Co.
Austin, Texas

Clear Up or Quit

You are 100% right. The good appliance dealers that sold the bulk of them in the past are fast losing interest in them on account of this condition. We ourselves are thinking seriously of getting out, if it does not clear up.

R. M. POUND
Pound & Moore Company
Charlotte, N.C.

Direct Mail

Please send us 12 copies of the editorial, "Out in the Open".

H. P. JOHNSON
H. P. Johnson Company
General Electric Store
Ann Arbor, Mich.

Many Subterfuges

This will acknowledge receipt of your recent editorial "Out in the Open". It is excellent. We subscribe to it. It outlines the policy that we have attempted diligently to follow in our own operations, a policy which we have approached but which we have not succeeded in full in achieving because there are many subterfuges that are used by pseudo-dealers

The MASTER Line
OF HOME HAIR DRYERS
**HAS
EVERYTHING!**



795
List Price

THRIFTEE • • • • •

for volume sales.
Highest quality in low priced field. Beautiful plastic housing in gray, wine or beige. Hot or cold air. AC only.

List Price (with chrome stand)..... \$7.95



SUNNY • • • •

Maximum beauty and performance in its price range. Superior to dryers selling for much more. Three sun-splashed colors. AC or DC. List Price (with chrome stand)..... \$14.95



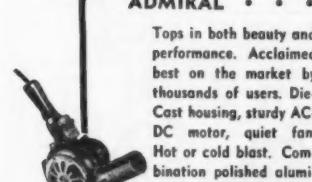
UTILITY • • • •

Professional performance at a minimum price. Portable use only. Hot or cold blast. Green hammerloid finish. Long trouble-free performance. AC or DC. List Price..... \$17.95



GENERAL • • •

Ultimate in performance. Comes with detachable stand. Blue hammerloid metallic finish. Hot or cold air blast. Sturdily built for long hard usage. AC or DC. List Price (with chrome stand)..... \$19.95



ADMIRAL • • •

Tops in both beauty and performance. Acclaimed best on the market by thousands of users. Die-Cast housing, sturdy AC-DC motor, quiet fan. Hot or cold blast. Combination polished aluminum and plated finish. List Price (with chrome stand)..... \$21.95



All Master hair dryers exclusively feature the unique PLASTURBO blower wheels. Also mfrs. of the MAMCO HEAT GUN. See your distributor or write . . .

Master APPLIANCE
MFG. CO.
RACINE WISCONSIN

and even by members of our own organization.

We like your editorial so well that we would like to purchase 250 copies. J. W. BROTHERS, Executive Officer The Canton Hardware Company Canton 2, Ohio

Crazy World

Just before I opened your letter, a lady was in my store pricing electric mixers. I told her — mixer with juicer was \$42.00, — was \$46.50 (each including state tax). She said

Customers are never too keen about appliance salesmen who are too sharp.

she could buy the former for a little over \$30.00 and the latter for around \$34.50. She said they were new and never used. I told her to go and buy one of them. The world is crazy as hell now. If I had a lot of money I would tell them to go to —.

BERT GILMORE
Bert Gilmore Elec. Co.
Atchison, Kansas

Cold Fact

We have read your article entitled "Out in the Open" and want to tell you that we think it one of the finest articles we have ever read. We feel that there is a need for more straightforward, cold-fact articles . . . more honest-to-goodness speaking of business minds, rather than the "flowery" articles that we really waste our time reading. When the appliance retailers become really aware of the situation, we feel the appliance business may again come into its own.

DONALD C. RICE, Manager,
Westgate Electric Company,
Columbus, Ohio.

No Income

Naturally, I could not phrase it half so well even if I tried. I am practically moving no white goods at all these days and none at full price. If it continues, I will be forced as others have to concentrate on other merchan-

The emptiest person in any appliance showroom is a salesman who is all wrapped up in himself

dise. In fact, and because of the way things seemed headed, I recently purchased a general insurance business which has enabled me to keep my income somewhat in line with my needs. My net from the appliance business for '52 will not be of any interest to the income tax man unless conditions change. Thanks for the editorial and let's hope.

HERBERT E. VAUGHN
Lewiston, N. Y.

Columbia

WITH HOT AND SNAPPY FEATURES . . .

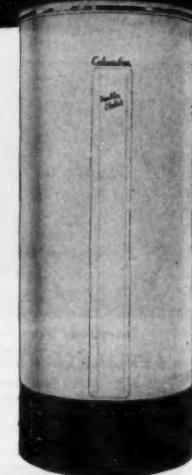
to increase your sales and keep customers "sold"



I'M HOT, the exclusive, 100% efficient Immersion-Type Heating Element. I'm completely submerged so that all my heat is rapidly transferred directly into the water. I'm easy to remove . . . the tank stays full while you slip me out of my "no-drain" copper well.



I'M SNAPPY, the patented Snap-Action Thermostat. I'll SNAP on and off without chattering or arcing. I'm submerged in the water, too, for accurate, positive temperature control. I'm easy to service or remove . . . no need to drain the tank . . . just slip me out of my "no-drain" copper well.



(Illustrated) The DOUBLEX ELECTRIC, one of a complete line of round and table-top water heaters. Sold through leading electrical wholesalers. Write for catalog.

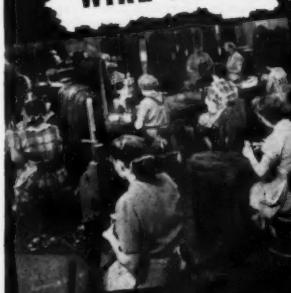
NATIONAL STEEL CONSTRUCTION CO.

500 MYRTLE STREET
SEATTLE 8, WASHINGTON

301 WATER STREET
LOGANSPORE, INDIANA

1801 PASADENA AVENUE
LOS ANGELES 31, CALIFORNIA

25,000
Square Feet
to serve your
WIRE NEEDS



We have complete warehouse and production facilities . . . prepared to serve you with new modern machinery and tools which are operated by qualified factory-trained personnel.

Cord sets, cables, wire harnesses to government and civilian specifications

Our new catalog is just off press and available . . . write NOW!

National distributors and warehouse for ANACONDA denehant television and radio wires and cables'

Columbia
WIRE & SUPPLY CO.
2850 Irving Park Road • Chicago 18, Ill.

**ONE MAN
instead of two
DELIVERS
APPLIANCES**



SLIDES UPSTAIRS
DOWNSTAIRS
IN AND OUT OF TRUCKS



WHEELS SWING FORWARD FOR LOADING
. . . BACKWARD TO BALANCE LOAD
Deliveries are easy . . . safe . . . and less costly with an Easload Appliance Truck. You save the cost of an extra man and the appliance is always safe because it is strapped on and cinched tight with a ratchet-type cincher. Rubber pads protect the finish.

Note how the large wheels with 10 x 2.75 cushion tires lock in the load balancing or the loading position until released by a foot pedal. See the two small rubber wheels used for loading.

Save the cost of an extra man; order your Easload today . . . only . . . \$53.50 FOB LOS ANGELES

COLSON EQUIPMENT & SUPPLY CO.
1317 Willow Street • Los Angeles, California

EASLOAD APPLIANCE TRUCK

Appliance Movers Like

Escort
HAND TRUCKS

CRAWLS on Roller Bearings
up and down steps



Everybody likes this

APPLIANCE TRUCK!

The ideal truck for every purpose! No lifting . . . no fatigue . . . carries a full load safely up and down stairs and crawls over obstructions. Your men will appreciate the Escort truck.

Escort CRAWLER
HAND TRUCKS



STEVENS APPLIANCE TRUCK CO.

Norton Road

Augusta, Ga.

P.O. Box 897

Ideal For Handling:

- Refrigerators
- Water Heaters
- Gas and Electric Ranges
- Music Machines
- Any appliance

Catalog on request



The Easy METHOD TO SELL A HOME FREEZER!!

An illustrated BROCHURE and SALES KIT scientifically tested and proven so that even a novice can close sales quickly and easily . . .

- Completely and beautifully illustrated in full color.
- Arranged in a scientifically-tested sequence to assure automatic close.
- Sales aid manual with each brochure.
- Each brochure in a genuine split grain cowhide zipper case.

FOR FULL INFORMATION
WRITE TODAY TO



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Pasadena 10, California

DOUBLE BARREL ADVERTISING

Advertising men agree—to do a complete advertising job you need the double effect of both Display Advertising and Direct Mail.

Display Advertising keeps your name before the public and builds prestige.

Direct Mail supplements your Display Advertising. It pin-points your message right to the executive you want to reach—the person who buys or influences the purchases.

In view of present day difficulties in maintaining your own mailing lists, our efficient personalized service is particularly important in securing the comprehensive market coverage you need and want.

Ask for more detailed information today. You'll be surprised at the low overall cost and the tested effectiveness of these hand-picked selections.

for Results

Mc GRAW-HILL
DIRECT MAIL LIST SERVICE

McGraw-Hill Publishing Co., Inc.
330 West 42nd St., New York 18, N. Y.

Guaranteed Service Sells TV

CONTINUED FROM PAGE 61

5. Should a return call be required within 10 days of the original call due to the failure of a part not replaced by Bromberg, a charge of \$2 is made, plus parts and shop labor if required. After the 10 days, regular rates are charged for parts and service.

6. Bromberg's service men are instructed to return to the buyer any parts or tubes replaced and charged for, except in case of moulded components where a single part is replaced by external connection.

"That's about as fair a guarantee of service as any potential buyer of television sets can expect, we feel," says Bumpus, "and it provides a direct reply to that question which prospective buyers are always asking, 'What will you—not the factory—provide for me in the way of service?'

It is this diligent attention to service which enables Bromberg & Co. to sell \$150,000 worth of TV sets annually. The company's service program, in fact, starts as soon as the set is purchased. The customer is informed of what he may expect and how his set is expected to perform as he receives a demonstration of it in the store. Immediately after the set is installed, Bromberg sends out a card which asks the customer to check two items. First, he is asked a straight "yes" or "no" if he was treated courteously. Second, he is asked "yes" or "no" if the service man's work was satisfactory.

"The purpose of the card," explains Bumpus, "is to impress the customer that simply because we have made the sale, we do not intend to drop the matter there but to assure him we are concerned with his set and its receptive ability.

"A second purpose which the card serves is to keep our service men on their toes. They know that we are contacting the customer about their work and that we will be informed as to its quality and efficiency."

In addition to the printed Brom-

berg guarantee, buyers of television sets also get a friendly letter from the company thanking them for their patronage and suggesting a few preliminary checks, in the event that service is interrupted, which will help restore that service as soon as possible.

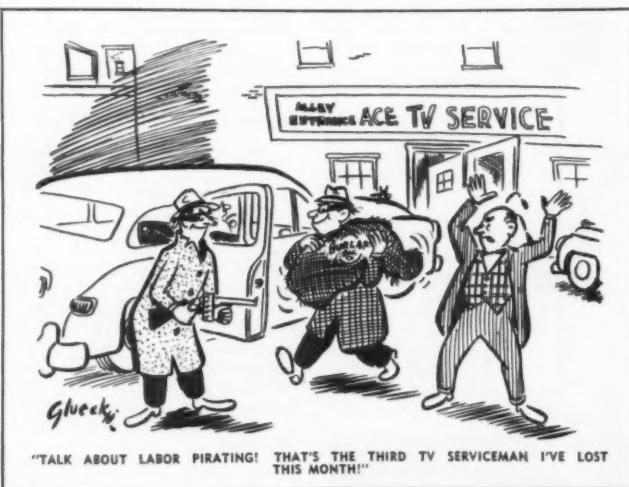
"These suggestions alone," Bumpus points out, "have done wonders in getting new television set owners straightened out. They are simple suggestions but it is surprising how often new TV set buyers are stumped by the minor matters dealt with in the suggestions.

The Bromberg letter suggests (1) that the new TV owner read his instruction book carefully to learn proper tuning; (2) that if he gets no picture or sound, to check to see if the line cord is plugged in the wall socket; (3) that he check the antenna connections, since sometimes in cleaning, these are loosened; (4) that if the set has a phonograph or FM radio, the user see that the switch is correctly set on AM, FM or TV, depending on which service is desired; (5) that if the picture goes off during the program, the user should wait a few seconds before changing the controls as an announcement of station interruption may follow in a few seconds. If no announcement follows, the user should tune to another station and if the picture and sound are normal, wait several minutes and try the original station again; (6) after all these checks are made and the user is reasonably sure it is a set failure, he is urged to call Bromberg promptly, since all guarantees are based on time.

"It is amazing how the simple suggestions outlined in this letter have cut service problems," says Bumpus.

The Bromberg warranty and the additional service offers have become widely known in Birmingham and according to Bumpus, account for much of the company's television sales volume.

End



**For Better, Faster Servicing
"KARYALL KOMBINATIONS"**

Their TV Service Lost Money

CONTINUED FROM PAGE 70

pulled out the records of customers who had bought the 250 sets of that particular model which his store had sold. Letters were sent out with the original salesman signing his customer's letter. "The very next day we began seeing some of the old customers," Demick says. "Actually, the letters were sent out over a week's period, but response was good from the very beginning."

Little Sales Resistance

All the salesmen noted that there was little customer sales resistance. "They must have had their minds pretty well made up before they came in or they wouldn't have followed up the letter. As a rule they were pretty easy to talk with," Demick points out.

Television for the new customer was not a new item. On the other hand, and much more important, the chance to trade in an old set for \$100 was almost too good to miss.

"In about two months time, over 50 sets had been sold and we had interested the buyers in our new service plan," says Demick. "As for the trade-ins, we simply called several used set dealers and they took them right off our hands for an average price of \$85 each.

As a matter of fact, all of them were in very good condition . . . no scratches on the cabinets, and the sets worked well," he continues.

Adds New Customers

Some of the people who received letters sent friends in to see if they could get the offer, too. However, it

was made only to the owners of one particular model. But Pogue's made several sales to these people, not only of television but also of white goods. This added several customers to the Pogue accounts that had never bought at their store before.

Actually, the end of their service department and delivery service has relieved many of Demick's headaches. "On installations, we used to work about the antenna," Demick illustrates. "If a built-in antenna won't bring in the signal, we'd give them a set of rabbit ears. Those usually retail for about \$5, but the distributor makes them available to us for almost nothing. If an outside antenna is needed, the distributor handles that."

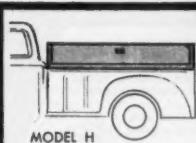
Old Customers Good

Personal letters (and all the people seemed to like the personal reminder) proved that old customers are still good customers, Pogue's believe. They had used phone calls in the past, but that was far from effective. "Nothing like letters for us!" Demick asserts.

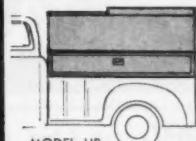
Pogue's plan to use the idea on other models of television as well as white goods whenever sales are slumping (and they are still about 25 percent off). It is the plan to use, Demick believes.

Up to this writing, no other department store or dealer has followed the plan in the Cincinnati area. "Taking trade-ins is not new to department stores, but offering as much as we did or approaching old customers after only two years has been an innovation," Demick claims. End

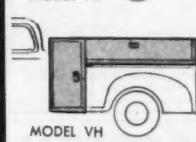
To fit any
1/2-3/4-1 Ton
Pickup Truck



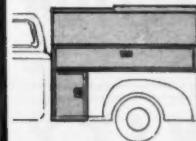
MODEL H



MODEL HR



MODEL VH



MODEL HR & SV



MODEL HR

• "Karyall Kombinations" have proved their merit for all service operations and from cost standpoint far surpass any conventional closed truck.

"Karyall" eliminates costly return trips — provides service men with an instant inventory and ready access to tools and parts — actually increases cargo area. Select and order the model that meets your requirements.

Accessories such as ladder racks — pipe racks — dome light — folding endgate step, etc. are available as optional equipment.

Write for descriptive bulletin.

KARYALL BODY, INC.

8221 Clinton Rd.
CLEVELAND, OHIO

COLE HOT BLAST

... "Leaders in
room heaters
since 1897"

GAS-OIL-COAL

TILT-A-WAY
CABINET
FOR Easy CLEANING

Patent No. 2,241,025



MODELS 775-52 776-52

- 1 Exclusive COLE "Tilt-A-Way" Cabinet for easy cleaning
- 2 Both single and dual burner models
- 3 Glass lined (porcelain) heating units
- 4 Sold and serviced nationally thru leading Distributors

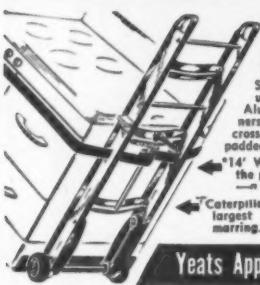
Write for catalog

COLE HOT BLAST MANUFACTURING CO.

3817-35 South Racine Avenue
Chicago 9, Illinois



MERCHANDISING SUPPLEMENT



CUT delivery time, SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the Yeats Aluminum alloy frame. 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

*14' Web strap fastens appliances tight with the patented (30 second action) strap ratchet — Yeats exclusive.

Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N. 12th St.
MILWAUKEE 5, WIS.



MEND-IT SLEEVE

Permanent repair makes coils in electric appliances and industrial equipment. Splices and connections, and all similar uses. Time-tested—Successful—Economical. Write for Catalog.

MEND-IT SLEEVE MFG.
CO., INC.

Insert broken ends into sleeve. Crimp tight with pliers. 138 Benefit Av., Piedmont 11, Calif.

HAND TRUCKS for Safe & Easy handling of
REFRIGERATORS,
DISH FREEZERS AND AIR
CONDITIONING UNITS,
RADIO & TELEVISION

SELF-LIFTING PIANO TRUCK CO.
FINDLAY, OHIO

SEARCHLIGHT SECTION

(Classified Advertising)

EMPLOYMENT: "OPPORTUNITIES" : EQUIPMENT
BUSINESS: : USED OR RESALE

OPPORTUNITY UNLIMITED FOR ASSISTANT SALES MGR.

FASTEST growing manufacturer in America wants experienced, capable sales executive with knowledge of kitchen merchandising who is dissatisfied with his present progress. Rapid company expansion presents a most unusual opportunity for an aggressive team worker who is ambitious to go places.

Write complete resume of your past experience and earnings, your educational background and your future ambitions.

ALL REPIES TREATED WITH STRICT CONFIDENCE

P-4617, Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

WANTED

CONTRACT MAN ABLE TO MEET TOP MANAGEMENT

This man is probably with an appliance manufacturer. He is qualified to sell and handle large contract accounts.

Only mature executives with a sound background and record of achievement need apply for this important new position with a progressive manufacturer.

Give complete details on past experience, salary and your future expectations.

P-4616, Electrical Merchandising
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EXCEPTIONAL OPPORTUNITY FOR SALES MANAGER

Rapidly growing midwestern power and hand mower manufacturer with national distribution has opening for experienced sales manager. Base salary and bonus. Good fringe benefits. Outstanding opportunity. Must have rubber, hardware and appliance following. Limited traveling. Write stating full details including age and experience.

P-4562, Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

MANUFACTURER'S AGENCY Desires Additional Lines Southeastern States

Experienced, Active, Aggressive and Successful. Excellent opportunities for selling leading wholesalers. Associates in Principal Cities. Warehouses facilities available. New Accounts Guaranteed.

RA-3011, Electrical Merchandising
230 W. 42 St., New York 16, N. Y.

REPLIES (Box No.) Address to office nearest you
NEW YORK: 230 W. 42nd St. (58)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITY OFFERED

REPRESENTATIVES WANTED. Incandescent, fluorescent, infra-red, heat, photo-flood and photo-flash lamps. Also renewable cartridge and plug fuses, solderless wire connectors and fluorescent starters. Many choice territories available. Send replies to RW-4447, Electrical Merchandising.

WANTED

ANYTHING within reason that is wanted in the field served by Electrical Merchandising can be quite valuable. This is bringing to the attention of thousands of men whose interest is assured because this is the business paper they read.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 16

part, it's bad, incompetently done, unsatisfactory or inefficient, and incredible prices are charged for it. There has been a lot of blasts against the publishers of "you-fix-it-yourself" books on TV, but some set owners figure the book would be as good an investment as the kind of service they're getting.

The Far West



By CLOTILDE G. TAYLOR

Food-freezer plans click . . .
TV activity jumps in Denver
... Grocers wary of appliances

R EMOVAL of Regulation W has had some effect in improving the sales picture in the West, but there has been no immediate sharp upswing in the business curve. Everywhere financing agencies and retailers have reverted to pre-regulation policies. Those who always demanded a substantial down payment have taken it out chiefly in lengthening payment time, but "nothing down" ads are almost universal, with 24 months to pay. The Bank of America accepts paper on the basis of 10 percent down for radio and television sets, nothing down for refrigerators, ranges and washers, two years to pay.

Increase in freezer-food sales have helped markedly in California, where business is "not too bad". May picked up considerably over a relatively slow April. San Diego reports that well before cancellation of W, appliance sales had been strongly improving. April unit appliance sales for several items were well above those of last year and May has been "ahead of 1951". Interest engendered by the spring fair, plus easier terms, is given credit.

Dept. of Commerce figures show department store sales for the first three months of the year 11 percent below '51 in California and 4 percent off in Arizona, but some of the department store people say that these figures are based almost altogether on "downtown store" sales and would be somewhat better if branch stores in outlying districts were figured

in. In the Pacific Northwest and the Intermountain area business has been definitely slow. It has been a long hard winter in more respects than one and the electrical industry is looking for an early summer pickup. There has been considerable pressure placed on some of the utilities to get back into appliance selling. In Spokane the power company is retailing lamps, but has not yet yielded in other lines. The reorganized Inland Empire trade association is really getting under way again and has some active promotions planned for the months ahead. There has been some shrinkage in dealer lists, both in the Northwest coast states and in Idaho and Utah, chiefly in the form of consolidation of firms, or the closing of a business through retirement of the owner.

B. C. Ahead. British Columbia reports that the first quarter of 1952 was above '51 in the sale of refrigerators, water heaters, floor polishers, radios, vacuum cleaners, dryers, electric blankets and TV; ranges and washers were below the previous year. The utility there has been running a range promotion during the spring and early summer. The food-freezer boom has not yet reached British Columbia, but there is evidence of a growing interest in freezers. Easing of credit terms in this area is predicted for the near future. Regulations have required one third down, with 18 months maximum time of payment, with the result that some have tried to evade by allowing large trade-in values to cover the down-payment.

TV Expansion. Television sales have been pretty good on the Coast and a bright future is predicted as effects of the unfreezing of channels begin to be felt. One recent speaker predicted that 1952 sales of TV would be 10 percent above '51 in the San Francisco area. The very eagerness of that portion of the West which has been without television is proving its undoing, because there are so many applicants for stations that there will be considerable delay in hearings before permits are awarded. The estimates given one western group was that with only seven investigators, each handling not more than three cases a year, any controversial case will be sure of being put off until 1953 or later.

Denver Prepares. How carefully preparations are being made in hopeful TV areas to take advantage of experience of older sections is shown by the recent session of the RMEL in Denver, where television discussions dominated the program. Problems of interference were considered, particularly the responsibility which should be assumed by the various branches of the industry. In one area, where some voltage fluctuation has caused a few cases of trouble, the utility found itself saddled with unwarranted

responsibility for all troubles not easily assigned elsewhere. Most western television centers require very careful screening of complaints by the dealer before the utility will look at the case at all, while in northern California the power company has stayed entirely out of the picture.

Denver has set up a training program for TV technicians carefully timed so that personnel will be ready for installation and service work by the time the first station goes on the air in that city—and yet will not graduate its students so soon that they will be unable to find work locally and will drift off to other areas. Dealers are urged to avoid low-price small-screen trade-in sets already being shipped in from Los Angeles.

Advice to Dealers. Some good advice was given to dealers in new areas who look forward to adding television to their other lines. They were urged to take full advantage of the first rush

It's always nice to have a competitor down the street—especially if he's lazier than you are.

to buy TV, but not to lessen their interest in appliance lines. Experience elsewhere has shown that television later slacks off, while appliances furnish a steady balance wheel. Specific advice included: divide staff, offer better commission on appliances than TV, don't carry too many lines, separate departments, keep emphasis on white goods. Television, at least in the early days, has a rapid turnover, of which full advantage should be taken.

El Paso, looking forward to at least one station by early 1953, comes forward with a prediction of 15 kw.-hr. increased use monthly by television set owners, chiefly because of daylight use and longer hours as compared with radio.

TV Service Controls. Television discussion at the recent PCEA workshop meeting revealed that the industry is opposed to Assembly bill No. 26 which would require state licensing of all TV and radio repair organizations, preferring to clean up the situation itself. Stricter enforcement of the Los Angeles county law requiring such licensing is on the cards, offenders to be deprived of their licenses. Wide publicity given to the "Repair-It-Yourself" type of book and articles warning the public against "gyp" firms tends to give a false impression of widespread fraud on the part of television repair services, which in turn has made it difficult to keep trained men in this field. They drift off to allied work where they are "held in greater respect by the public". Both manufacturers and retailers have tried to correct this impression locally through ads.

Cleanup Successful. The industry has already done a fair job of cleaning up television and food-freezer plan advertising. The slate is by no means entirely clean, but the situation is greatly improved. Worst offenders still are the classified section display

ads, which so far do not seem to come under the bans placed on other types of advertising. Most common abuses in the television field are: (1) Advertising when little or no stock is available; (2) Representing as "nationally prominent" unknown makes; (3) Faking art work to show a non-existent set; (4) Selling used or demonstrated sets as new; (5) Misrepresenting total cost to the buyer. San Diego, in anticipation of food-freezer plan expansion, recently held a clinic to which the Better Business Bureau, various advertising media, locker association, retail markets and food-freezer plan operators were invited. A committee was appointed to outline standards.

Appliances in Supermarkets. Although there have been numerous threats on the part of food interests that they would soon go into the electrical field, the majority of grocers do not care to handle a line with which they are not familiar. A recent convention of supermarket interests in California was told that it was inadvisable for a grocery firm to handle any but "inexpensive and non-complicated" types of electrical appliances. Out of a possible 500 items, not more than 97 were adaptable to supermarket display and sale, according to this speaker. These do not include any of the larger appliances. In any case, the present tendency in the extension of food-freezer plans, is to include the food retailer as part of the chain. One frozen food distributor in California offers a plan by which the grocer may take orders of \$25 or more from his customers which are delivered direct from the distributor in refrigerated trucks. The grocer is billed at wholesale, to which he adds 5 percent when sending out the customer's bill.

From Here and There. Seattle: During the opening days of a new downtown appliance store, customers were offered free taxi service from their homes, thus eliminating parking problems. San Diego: In preparation for

A salesman who is always kicking about his job seldom has a leg to stand on!

use of the channels set aside for educational purposes, the San Diego Bureau of Home Appliances is conducting an experiment in school use of television. Twenty schools were loaned large screen sets for eight weeks at the end of the school year. San Francisco: Ironers came out unexpectedly well when preferences expressed on door-prize cards by visitors to the recent electric show-table setting contest were tabulated. First choice was washers, with dishwashers and ironers practically tying for second place, well above dryers. Nearly 1600 ironer prospects were turned over to distributors participating. Los Angeles: The first all negro Home Show was held recently. It is estimated that the colored population of this area, which has increased greatly since the war, now spends about \$7,000,000 annually for appliances and related home furnishings. End

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This index is published as a convenience to the readers. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.

The New Middlemen



IT seems ironic that only a year or so ago the chief concern of the appliance-radio-television industries was that, due to military requirements, we might not have sufficient raw materials to produce the quantity of goods we could sell. Our fears have proven to be groundless. Instead of too few, we have too many. True, if people were buying at the 1950 and early 1951 rate, there might even be some shortages. But despite high employment and incomes, the painful fact is that higher taxes and the rising cost of living has made canny purchasers of even those people who need our goods.

We may take some small comfort from the fact that we have needed no price ceilings and, certainly, we have confounded the economists by contributing nothing to inflation. But this very problem of over-production and under-buying has brought some sorry consequences in its wake. This is the shaky foundation in which the opportunist termites thrive. We have already pointed out the demoralization that exists at the retail level where business is being bandied about by discount houses, phony builders with FHA come-ons, union and industrial employee purchasing groups, distributors freely indulging in "back-door" selling, and fringe "dealers" who ought to go back to pants-pressing or undertaking.

But the troubles over-production has brought in its wake are by no means confined to the retail level. They are threatening the very future business existence of independent distributors, too. Because we now have a relatively new, mushrooming and financially strong group of "middlemen" in the business called "transshippers." And at the rate these new middlemen are expanding their operations, they might very well become the distributors of tomorrow. Yet curiously, they owe their very existence and growth to the distributors themselves, because the distributors supply them with the goods they "transship."

Here's how they work: a manufacturer decides that a certain market should theoretically absorb X percent of his production. He informs his distributor of the quota assigned him, despite the fact that the distributor may have a warehouse already loaded to the rafters. The distributor, fearful of his franchise, rushes to his bank for credit and is turned down cold because he is already over-extended on inventory. What to

do? Well, there's always the transshipper, a very obliging fellow, with money to burn and an enormous appetite for merchandise. A phone call finds him ready to take on the shipment due, at or below the distributor's cost. Thus the distributor has absorbed his quota, has added nothing to his inventory, kept his financial position liquid and his immediate territory free of the merchandise.

The transshipper, in turn, has hundreds of outlets ranging from discount houses to independent dealers ready to take the goods off his hands at a markup below normal dealer's cost. The deals can be for any quantity, subject to no tie-in sales and at price levels which match the buying power of the chains. In fact, many dealers, under the stress of tough price competition from other dealers buying from transshippers, are thereby forced to buy from a similar source. Of course, both distributors and transshippers go to considerable lengths to conceal the origin of the transaction by removing serial numbers from appliances and routing them to their destination incognito.

It's hard to put the blame on anybody for all these shenanigans. In the old days there were just manufacturers, distributors and dealers—all with fairly clearly defined responsibilities—from creating products to getting them into the hands of customers. We had our family squabbles, but we never let the neighbors know, or called in help from the outside. Now it seems anybody can get into the act. The only requirement is the ability to deliver a better price than the other fellow. The big discount houses are openly claiming to be more "efficient" at moving goods at retail; the transshippers make the same claim to "efficiency" in moving goods at wholesale. Maybe it's just the exercise of free enterprise and free competition we hold sacred to our economic way of life.

After all, manufacturers are constantly jockeying for competitive position; independent distributors want to hang on to valuable franchises; and legitimate dealers, faced on the one hand with ruthless price competition and on the other hand by a cynical public taught to believe that only suckers pay list price, are caught in the squeeze. You play the game, or you quit.

A lot of them are quitting. . .

Laurence Way

EDITOR

HOW MUCH DO YOU KNOW ABOUT WOMEN

That will help you SELL A WRINGER-WASHER!



3. ARE TODAY'S WOMEN AS GOOD HOUSEKEEPERS AS THEIR MOTHERS?

YES NO

All we know is that when it comes to washing clothes, modern women demand whiter, brighter washes than ever. So be sure to tell them how Lovell's Pressure-Cleansing action gently but firmly squeezes out dirt that would normally remain in the fabric.



5. ARE WOMEN STILL THE GENTLE SEX?

YES NO Yes. Even a lady wrestler wants a wringer that's kind to delicate fabrics. That's why all women go for Lovell's resilient rolls that don't break buttons or jam zippers.

2. IS IT TRUE THAT WOMEN ARE NEVER ON TIME?

YES NO

It just seems that they're always late! Even on washday a woman can keep right on schedule with a washer equipped with a Lovell 77 "Instinctive Release" or a Lovell 62X "Instinctive Roll Stop". She can do a whole week's wash at once. There's no waiting for a long wash-rinse cycle. No release bar to fumble for. And a quick push or pull swings the wringer to the next operating position.

1. ARE WOMEN MORE CAUTIOUS THAN MEN?

YES NO

Who is it in the family who spends the first 50 miles of a trip worrying whether the windows were closed, gas turned off, toaster unplugged? Usually the woman. And women like to keep on the safe side with the appliances they use, too—a big reason why they go for the Lovell 77 "Instinctive" wringer. An instinctive pull on the clothes stops the rolls instantly.



4. DO MODERN WOMEN KNOW THE VALUE OF MONEY?

YES NO

Yes, though it may mean taking a \$1.50 taxi ride to save a dime at a bargain counter. So show them the low price tag on a wringer-type washer and how they'll save on soap, hot water, electricity and repairs.

6. ARE GOOD LOOKS THE MOST IMPORTANT THING TO A WOMAN?

YES NO

They mean a lot, but true value is what wins their hearts in the end. So show her how a Lovell wringer is built to work better, last longer.



Also makers of gas and electric Drying Units





Fundamentals Never Change!

SINCE 1946, our industry has been beset by pressures and challenges unknown to an industry that has enjoyed almost steady growth since its birth. And these pressures have all been crammed into a few short years.

Buyers markets, sellers markets . . . low inventories, high inventories . . . high volume sales, low volume sales . . . profitable sales periods, price-cutting, non-profitable periods.

We are *proud* of the record of Kelvinator in these years—proud of the faith and confidence that today gives *new meaning* to the Kelvinator franchise.

For fundamentals never change! "Integrity" is more than a word, just as "retail-mindedness" is more than a phrase. Both are based on deeds, and the courage to live up to principles.

Today of most striking value to retailers is Kelvinator's strict adherence, through the years, to its selective dealer policy. When others encouraged over-expansion of outlets, thereby

shrinking the average sales potential of each dealer, Kelvinator continued with a limited dealer organization. Thus Kelvinator, for its dealers, has held steadfastly to its policy of an adequate market for every dealer . . . markets adequate for a profitable appliance volume.

Yes, time and time again the principles of the Kelvinator Franchise have proved their worth under fire.

We at Kelvinator believe implicitly that Kelvinator's success is part and parcel of the retailer's success . . . that the future progress of Kelvinator is inseparably fused with the retailer's future. Thus, to the retailer, Kelvinator "retail-mindedness" is more than just a phrase . . . it is a business future. For Kelvinator policy, products, and programs will always be those in which *successful retailing is the paramount consideration*.

We will continue to live by this principle . . . for fundamentals never change!

THERE IS A BETTER FRANCHISE . . .

IT'S **Kelvinator**

THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY
ELECTRIC REFRIGERATORS...RANGES...FREEZERS...WATER HEATERS...DEHUMIDIFIERS

KELVINATOR • DIVISION OF NASH-KELVINATOR CORPORATION • DETROIT 32, MICHIGAN